

COFFEYVILLE COMMUNITY COLLEGE  
BOARD OF TRUSTEES MEETING MINUTES  
AUGUST 21, 2023

The regular meeting of the Board of Trustees was called to order on August 21, 2023 at 4:00 p.m. at the Board Room.

Trustees Present:     Becky Barnhart                             Doug Misch             Benjamin Ragsdale  
                                  Jimmy Littleford                             David Baldwin

Trustees Absent:     Lora Stalford

Others Present:

President Dr. Marlon Thornburg	Vice President Dr. Aron Potter
Jeff Morris	Vice President Heather Pollet
College Legal Counsel Doug Bell	Vice President Ryan McCune
Kim Blaes	Resident Director Kamri Anderson
Ashley Tatman	Kris Wech
Hannah Emberton – Coffeyville Journal Representative	Sr. Director Pam Feerer
Scott Gales – Architect One	Ashley George
Josh Jones	Grace Pinkerton
Garrett Francis	Coach Jerrid Schicke
Coach Deardin Kelley	Sophomore Women’s Soccer players
Sophomore Volleyball players	

Chair Barnhart called the meeting to order and asked the Board if there were any changes to be made at this time, being none, she called upon Marketing Director Ashley Tatman.

Ashley presented the Marketing Update found in the Board book. Ashley passed out the Marketing campaign packet with this year’s theme being “Raven Proud”. The packet included the Marketing Tactical Plan which summarized the yearly activities, ideas, and social media marketing. Ashley shared the color coded planning calendar, and explained the social media statistics and engagement information.

Ashley George, Graphic & Communication Specialist for the Marketing Department explained KOAM-Geofencing/Social Media Marketing. Geofencing is used as a marketing and advertising tactic to pull in more customers. Businesses with the geofence app use it to identify mobile users in a specific geographic area, then target them with relevant, timely push notifications. Marketing could target prospective students by demographics, age and interest.

Ashley Tatman further explained the new creative work order process that staff will use to request Marketing orders. Ashley shared she is working with Pam Feerer and the Boys and Girls to possibly have a mentoring program with the boys and girls club 4-6 graders and our students. They are planning a pilot program in a small group September 24<sup>th</sup>.

Director of Residential Life, Kamri Anderson presented the Student Life Update. Kamri reported there were approximately 480 students in the residence halls. Student Life planned a "Welcome Week" for the students. The activities planned were:

**August 14:** Ice cream social 7pm

**August 15:** Karaoke 11am-12pm and Residence Hall meetings 7pm-9pm

**August 16:** Food Truck Frenzy during Lunch and Carnival Game Night 4:30pm-8:30pm

**August 18:** Outdoor Movie 9pm (Sandlot)

**August 19:** Pool Party at the Aquatic Center

Kamri noted there was a good turnout for all the activities planned with the pool party having the most attendance with approximately 215 students. At this time, Kamri introduced Assistant Residence Director Joshua Jones. Kamri noted it's been a partnership with the new assistant and appreciates his input and good ideas.

Chair Barnhart called upon President Thornburg to deliver his report. President Thornburg introduced the two new CCC Recruiters; Grace Pinkerton and Garrett Francis. Grace is new to CCC, Garrett was previously a Student Life Manager and Assistant to Baseball for CCC. President Thornburg proceeded to introduce Head Women's Soccer Coach, Jerrid Schicke. The Women's Soccer team held the highest GPA of all of CCC's student athletes. Coach Schicke introduced six Women's Soccer returner's who were instrumental in achieving this GPA average. President Thornburg introduced Head Volleyball Coach, Deardin Kelley. Coach Kelley's Volleyball team held the 2<sup>nd</sup> highest GPA of all CCC student athletes. She introduced two sophomore returner's who help achieve this GPA. President Thornburg noted the Men's Soccer team was in 3<sup>rd</sup> place. The Coaches and athletes were excused to attend practice.

President Thornburg introduced Sr. Director, Pam Feerer. Pam shared with the Board the "Raven Ready" weekend activities. This is the first year for this event, and the bulk of all students were enrolled by Monday, August 14<sup>th</sup>. Pam noted it was a great event with parent meetings and tours, meet the faculty, and see your classrooms. Passports were made showing what students needed to complete their enrollment process. T-shirts were provided to faculty and staff who helped with the weekend activities to identify themselves to students and parents who may need assistance. A CCC photo booth was setup at the first station of check in. Many new students along with their families took pictures. If they used the #ravenready when they posted it, their picture would be placed on our social media website.

Pam, Dr. Potter, Melissa Harrison and Grace Pinkerton attended an Enrollment and Retention conference in Tennessee. They were really glad they attended and were able to bring back good information to share with staff. It would have been a beneficial conference for Student Services to attend; however, it was the wrong timing with school getting ready to start and students checking into residence halls.

President Thornburg spoke about the rebranding project. There is a committee who is meeting to discuss the options and ideas of rebranding the Raven and colors. The committee has met

twice and have some good ideas. Chair Barnhart asked who was on the committee? President Thornburg noted representation from athletics, technical, administration, online and activities.

Scott Gales from Architect One provided a project update. He is organizing ten groups with (10-12) in each group September 26<sup>th</sup> and 27<sup>th</sup>. Invitations will be sent out to those selected to be in the groups. Groups will consist of students, staff, Board of Trustees, and community members. After the groups meet, Scott will come back to the Board meeting to provide a report of discussions and ideas.

President Thornburg announced he and Trustee Baldwin would be going to Concordia to attend the quarterly KACC meeting on August 25-26 at Cloud County Community College.

Chair Barnhart asked if there was any discussion or questions regarding the action items. She reminded everyone of the agenda addition of the Secondary Truck Purchase. Trustee Littleford asked if the College should purchase a new truck. President Thornburg noted due to using the truck for training purposes, it would be best to utilize a used truck as students learning to drive are harder on equipment, same with renting a truck. Trustee Doug Misch moved we accept the action items consent agenda, Trustee Benjamin Ragsdale seconded the motion. The motion was approved 5-0.

The consent agenda included:

Approval of Minutes - July 17, 2023 and August 1, 2023 Special Meeting

Personnel Report

Approval of Bills

Treasurer's Report

Approval of Fairness in Women's Sports Policy

Approval of Replacement of Interior Doors – Nellis West

Approval of Spencer Rounds Theatre Lobby Improvements

Approval of Veterans Memorial Stadium Control Room & Rooftop Access

Approval of Raven Review Printing Cost

Approval of Ellucian Colleague Setup and Training

Approval of SSC Computer Lab Replacement

Approval of Upper East Roof Replacement at the Coffeyville Technical Campus

Approval of Roof Replacement Section 1 – Veteran's Memorial Stadium

Approval of Secondary Truck Purchase

President Thornburg clarified that Ryan McCune will have the title of Vice President of Student Service and not Sr. Director of College Relations and Student Services.

Jeff Morris reported on the RNR and Budget Hearing being first on the agenda at the next meeting. President Thornburg noted he will be absent and Vice President Potter will be in charge.

Chair Barnhart asked if there was any new business, being none, she requested a motion to adjourn. Trustee Littleford moved and Trustee Baldwin seconded the motion, it was approved 5-0. The Board adjourned at 4:43 p.m.

Approved by:



Dr. Marlon Thornburg, Secretary

