

**College of Eastern Idaho
Board of Trustees**

August 22, 2023

College of Eastern Idaho Campus, Christofferson Building/Building 3, Boardroom (306)
1600 S. 25th E., Idaho Falls, ID 83404 and remotely via Zoom

A Regular Meeting of the Board of Trustees of the College of Eastern Idaho was held on August 22, 2023, on the College of Eastern Idaho campus in Idaho Falls, Idaho, and via Zoom. Chairman Park Price presided.

Present:

Park Price, Chair
Cal Ozaki, Vice Chair & Treasurer
Amy Gardels
Carrie Scheid (via Zoom)
Ethan Huffman

Guests:

Rick Aman, CEI President
Lori Barber, CEI Vice President for Instruction & Student Affairs (via Zoom)
Chuck Bohleke, CEI Dean of Career Technical Education
Jed Bigelow, CEI Counsel
Dave Facer, CEI Foundation Executive Director
Jake Haeberle, CEI Dean General Education
Angela Hays, Executive Director of CEI Workforce Training & Continuing Education (WTCE)
Rand Kato, CEI Chief Information Officer
Emma Getliff, CEI Senior Executive Administrative Assistant & Board Liaison
Hailey Mack, CEI Interim Director of Student Affairs
Byron Miles, CEI Vice President of Finance & Administration
Todd Wightman, CEI Director of Marketing
Ryan Faulkner, Dean of Online Learning
Penny Lyon, Interim Director of the Eastern Idaho Workforce Training Center (EIWTC) (via zoom)

CALL TO ORDER

The meeting was called to order at 6:06 PM by Chairman Price.

ACTION ITEMS

APPROVAL OF AGENDA

M/S Scheid/Ozaki to approve the agenda for the August 22, 2023 Regular Board Meeting. *Motion passes unanimously.*

APPROVAL OF MEETING MINUTES

M/S Ozaki/Huffman to approve the minutes of the June 27, 2023 Regular Meeting, as amended. Motion passes unanimously.

M/S Ozaki/Huffman to approve the minutes of the July 25, 2023 Work Session. Motion passes unanimously.

PUBLIC COMMENT

There was no public comment.

ACTION ITEMS

APPROVAL OF MONTHLY CEI FINANCIALS

Vice Chair and Treasurer Ozaki provided a brief overview of the financial report for June 2023. Chairman Price suggested a different approach for discussing the financials, moving away from a line-by-line review, and focusing on general discussion, assuming that all participants had reviewed the documents beforehand.

During the discussion, Trustee Gardels inquired about the "other revenue" category within the general fund, prompting clarification from Ozaki regarding its components. The meeting also included talks about adjustments in the grant and other fund budgets, along with questions regarding the cash availability report. Trustee Scheid expressed satisfaction with the positive financial results, attributing it to favorable interest rates on investments. Additionally, Chairman Price brought up the matter of the WFT (billings reserve), which arose due to a billing error in WTCE that led to delayed billing. The decision was made to retain this fund until a future project requires it, considering WTCE's sound financial position at the end of the year.

Concerns were raised about allocated student fees, which appeared to have the same balance as at the beginning of the year. Vice President Miles explained that this report marked the end of the year and that a new format with more frequent updates would be introduced going forward.

Trustee Ozaki highlighted that if all balances were totaled, the institution was approximately \$1.2 million ahead of the previous period. Trustee Scheid suggested addressing this surplus and adding it to the agenda in the coming months to discuss reserves. Miles agreed and suggested looking at the fund balance when the audited financial statements were received, with a formal decision to be made at that time, potentially involving the finance committee in the interim.

Ozaki noted that the Finance Committee reviewed the financials during their August meeting and recommended their approval.

M/S Ozaki/Scheid approve the month's CEI financials as they have been presented. Motion passes unanimously.

DISCUSSION ITEMS

RESOLUTION 20-01

Jed Bigelow, CEI Counsel, set the stage for the conversation surrounding capital expenditure approval levels by explaining the existing challenges arising from the coexistence of both a Board of Trustees resolution and a policy. Resolution 17-07 was established during the college's founding, and in 2020, Resolution 20-01 was introduced alongside Policy 214, resulting in the existence of both documents and subsequent confusion regarding which one takes precedence. VP Miles then briefly outlined forthcoming changes in policy and procedure.

Questions arose concerning when the Board should grant approval for capital expenditures. It was clarified that such approvals are permissible as long as they don't exceed the current operating budget, allowing for adjustments as long as they remain within the initial budget. Trustees emphasized the need to ensure adequate funding and alignment of expenditures under the financial umbrella with the broader financial plan. Requests for additional funds essentially entail asking Trustees to tap into reserves.

CAMPUS REPORT

President's Updates

President Aman discussed the formation of the President's Advisory Council, which emerged from a conversation with Senator Mortimer. The purpose is to assemble influential individuals from across the region who can offer guidance to the college. The plan includes hosting a dinner in October or November, with invitations extended to approximately 50 people, providing them with an opportunity to learn about the college's mission and vision. Ultimately, seven to eight individuals are sought to serve in an advisory/ambassador capacity to assist in shaping the college's future direction.

Regarding the selection process for the advisory council, President Aman noted that volunteers would be asked to participate initially, with the aim of keeping the group manageable in size. The goal is to involve individuals who may not be well-known currently but have a potential passion for the college's mission. The council would meet two to three times a year.

Trustee Scheid emphasized the value of expanding the college's community connections and suggested prioritizing the list of potential invitees. President Aman concurred, indicating a preference for well-established individuals in the area and a selective approach to the initial invitations.

President Aman clarified that the advisory board would not have governance functions but would primarily provide advisory and guidance. He also mentioned the potential for these individuals to assist in fundraising efforts, citing the success of a similar approach at BYU-Idaho.

Chairman Price noted that the college recently engaged in a Futuring exercise, and the advisory council could serve as a valuable practice to identify any overlooked opportunities for the institution.

President Aman indicated he would further develop the idea and bring it back to the trustees. It was seen as a beneficial step before initiating legislative efforts, providing an opportunity to gather insights from the group.

Future Tech Naming

President Aman informed the trustees about a slideshow available in their board book, containing valuable information about the Future Tech building. Several requests for potential naming opportunities for the building have been initiated. He then reviewed the bid process which involves soliciting sub-contractor bids, with expectations of a two-to-three-week gap before opening the bids in mid-October. The project has undergone value engineering, and additional subcontractors have been invited to bid, with the hope of securing a feasible amount.

A discussion ensued regarding naming opportunities that could yield a return on investment (ROI), particularly focusing on the building and the large conference room. Trustee Ozaki expressed appreciation for the slideshow, emphasizing it will ensure that everyone shares a consistent understanding of the college's progress in Future Tech.

Institutional Effectiveness

President Aman presented the Institutional Effectiveness (IE) update in place of Director Amy Brumfield. He reported that, compared to the previous fall, the college has experienced a 7.1% increase in headcount and an 8.0% increase in credit, so far. While there is no comparative data with other institutions at the moment, it's evident that CEI is performing well in terms of enrollments.

Aman further illustrated this with a bar graph, highlighting the college's progress. Despite a dip after the drop for nonpayment, CEI managed to increase enrollment, with a special acknowledgment to the Student Affairs team for their efforts in reenrolling students.

A question was raised regarding the significant jump after Labor Day, with the assumption being that early college students were enrolling after high school commencement. Aman confirmed this expectation for the current year, as the Early College and Student Affairs teams are actively working toward this goal. It was also noted that the numbers might account for the additional second 8-week block of courses that were added this year. Clarification on the dashboard format was provided in response to a query by Chairman Price.

Instruction & Student Affairs Updates

Dean of Online Learning, Ryan Faulkner, reported that 897 distinct headcount students have enrolled in at least one online course, with an average of 2 online courses per student. Among these, 272 are entirely new to CEI, averaging 2 online courses each, and 99 are exclusively taking online courses. Additionally, 317 students are fully engaged in online courses, averaging 2.4 courses each. Out of 139 Early College students, they are taking an average of 1.75 courses each, with 60% of them exclusively taking online courses. These students are dispersed across 49 towns/cities in Idaho and 6 other states (Arizona, Minnesota, Montana, New Mexico, Utah, and Washington).

Furthermore, Faulkner highlighted efforts to maintain the quality of online courses, including the development of a quality online course indicators checklist, a two-year review cycle for online courses, and mandatory training to comply with federal laws regarding regular and substantive interaction and student identity verification. In addition, collaborative work with faculty led to the creation of an online instruction training program for new CEI online instructors.

Interim Dean of Student Affairs, Hailey Mack, updated the Trustees that in Fall 2023, there are 491 new adult students, marking a 12% increase compared to Fall 2022. When including Early College students, this number rises to 547. There's a 68% retention rate for adult students who attended from spring to fall, and a 56% retention rate for adult students who attended in Fall 2022 and registered for Fall 2023.

Furthermore, the team made over 700 calls to both new and returning students who had not enrolled for Fall 2023 over a two-week period. The objective is to gather data on why students dropped classes or did not return to CEI, which will be used to make necessary adjustments to our care team services.

Marketing Update

Director of Marketing, Todd Wightman, provided a concise marketing update. The focus is on media coverage and press releases (PR), particularly about additional funds from the Lumina grant aimed at enhancing employer connections through a new marketing program. Efforts also include on-campus branding and promoting events like the Great Race, which had a record year. Notable PR highlights featured a Teacher of the Year attending an In-Service, a successful ribbon-cutting ceremony for healthcare, and profiles on outstanding students like Zack Church from Early College, and a Latina student who achieved an associate degree while in high school. The marketing team is intensifying efforts leading up to the semester start, including improving social media capabilities and utilizing ChatGPT to create content. Additionally, there are campaigns involving videos on social media and audio on various radio platforms. Geo-fencing strategies targeting online learning and early college messaging have been effective, leading to enrollments. Furthermore, there's a contract in place with Sand Hill Media for the Sports Zone, covering high school sports games as part of the College My Way Campaign.

Inservice Overview

President Aman expressed gratitude to Vice President Lori Barber and Jacinda Moreau for their efforts in organizing the recent In-Service event, which took place last week. He highlighted the high point of the event, featuring student Wilson Chang as a speaker, whose story was truly remarkable. Additionally, Aman praised the keynote speaker, Rebecca Peterson, the 2023 National Teacher of the Year from Tulsa, OK, for her inspiring address. He noted that this In-Service was among the more successful ones the college has hosted. Aman also mentioned plans to re-record Chang's speech due to issues with the original recording, as Chang is set to become the next College My Way speaker.

TRUSTEE REPORTS

Trustee Ozaki reported that he will be discussing workforce matters with Director Angela Hays and facilities with VP Miles and Director of Facilities and Operations, Greg Horton, with further updates expected in the next month.

Trustee Scheid called upon Dave Facer, Executive Director of the CEI Foundation, to provide an update on the recent activities of the foundation. As of August 21, the endowment had a combined portfolio value of \$6,518,047, which represented a 1% decrease since the last Trustee Meeting in June. Notable donations over \$2,000.00 received since the previous Trustee Meeting were highlighted, including significant contributions from the Laura Moore Cunningham Foundation, William J & Shirley A Maeck Family Foundation, and others.

Foundation activity highlights included the success of "The Great Race," which raised \$102,000 and received significant media coverage. The Foundation continued its ongoing audit and worked on creating a generous scholarship with Delta Dental. They also actively engaged with the community through various events and meetings, such as Alive After 5, Chamber lunches, and legislative priorities meetings. The Foundation had productive board and committee meetings and reported the successful allocation of Future

Tech funds into CDs or Money Market funds at supporting institutions, generating higher interest rates. The update concluded with a reminder about the upcoming "Trunk or Treat" event on October 27. Trustee Gardels stated that she would be working on meeting with individuals and would have more information to share in the next month.

Trustee Huffman discussed a report from Goldman Sachs that he came across, which focuses on the growth of manufacturing jobs over the next two years. He highlighted the importance of states investing in manufacturing to benefit from this growth. While Idaho may not have a significant manufacturing sector, it does have organizations like Micron operating within the state. Trustee Huffman noted that this report aligns with the trades and the two-year projection, with a heavy emphasis on the energy sector.

TRUSTEE REMARKS

Chairman Price concurred with the sentiments regarding the successful In-Service event, highlighting its significant impact. He acknowledged the continuous improvement in the event's quality and commended the College's innovative approach, which was underscored by feedback from various participants, including Margie Gonzalez, the Executive Director of the Idaho Commission on Hispanic Affairs, who emphasized this aspect during her dinner presentation. Chairman Price extended his appreciation to everyone for their dedication to creative thinking and their commitment to enhancing support for students.

Trustee Huffman shared his experience attending a chamber luncheon featuring Governor Little as a speaker. He expressed his amazement at hearing the governor refer to President Aman by his first name repeatedly during his remarks, indicating that state leadership is actively recognizing and discussing CEI.

Chairman Price added that during a recent ribbon-cutting event, Governor Little had mentioned CEI as a model for the future, particularly emphasizing the college's strong relationships with healthcare institutions.

ADJOURNMENT

Seeing no further business, Chairman Price adjourned the meeting at 7:24PM.

Park Price, Chairman

Date