

President's Cabinet Meeting Minutes

February 14, 2022

1. Student guest: Amanda Shipman is 24-years old and the mother of twin girls. She graduated from Heritage High and lives in Lenoir City. She is majoring in psychology and plans to transfer to UTK. She is on the CAB Board at the Loudon Campus. She chose Roane State because we have campuses close to home and the admission process was very simple. She loves having a success coach for help when needed, and she says her professors are easy to talk to. She wishes there were more courses offered at the satellite campuses. She likes online classes for the convenience since she also works two jobs. She thinks recruiting at the high schools is very important but also going out to businesses to explain to adult students how easy it is to start their college career
2. Policy approval: Minor editorial changes to policies on annual reports and duties of the president were approved to comply with the same changes of associated TBR policies.
3. Announcements of New Hires: Public Relations will include announcements of new hires in The Communicator. "Front-facing" positions such as executive level, campus directors, chief of police, etc. will also be announced through a press release.
4. 2022-2023 Marketing Campaign: Sarah Self reported on ideas that Public Relations and Enrollment Management have been discussing for the fall campaign. "Together We Succeed" campaign would emphasize that RSCC will help every step of the way and support the caring atmosphere that students mention all the time. In addition to the videos about healthcare heroes that were created with JTV, Sarah wants to work with the company that created the videos for the grant with Centro Hispano. Sarah would like to purchase another billboard with new imagery and explore billboards in other counties. They would also like to create acceptance boxes with swag including infinity cards to make students feel special about coming to Roane State. Sarah has purchased slots to be aired during the Olympics as well as UT/K basketball games.
5. Knox Campus Update: Barber McMurray is in the design process and will hopefully have a rendering done by summer. Because of increased in construction costs per square foot and remediation work that will need to be done on the site donated by Covenant Health, the project is currently over-budget. Adjustments are being made to the design to reduce square footage in areas spread out through the facility such as closets, storage, offices, etc.
6. Cumberland/Fentress Facilities Update: The Cumberland expansion project has been given approval to proceed. Additional space has been created for a possible Nursing cohort. A meeting is scheduled April 11 with Senator Yager, Jimmy Johnson, and Dwight Murphy to discuss the plan for an approved permanent campus in Fentress County in partnership with the TCAT. Unlike other building projects funded with appropriations for the TCATs, Roane State will be the lead on this project.
7. Social Justice/Service Partnerships: President Whaley stated that more and more businesses are committing to social justice practices. He suggested that Roane State partner with the Michael Dunn Center and the Emory Valley Center for potential service projects. Dr. Whaley will take ownership for getting this started.

8. HEERF Funds: Marsha Mathews will meet with Shelley Esquivel and Deb Miller to identify items to fund if we are granted an extension of HEERF funds. All expenditures have to be COVID related.