



Board of Trustees : Meeting Minutes

Minutes for the Regular meeting of the Board of Directors of
Iowa Western Community College

January 10, 2022 | 2:00pm

CALL TO ORDER

The Regular Meeting of the Board of Trustees of Iowa Western Community College was held at 2:00 pm on Monday, January 10, 2022, on the Council Bluffs Campus.

The meeting was called to order by acting President Randy Pash.

ROLL CALL

Members present: John McBride, Chris Blake, Matt Johnson, Scott Williams, Kirk Madsen and Randy Pash. Absent: Dr. Stan Sibley, Dr. John Marshall and Connie Hornbeck. Also present: Dr. Dan Kinney, President of the College; Eddie Holtz, Board Treasurer; Erin McKee, Board Secretary, Dr. Jenny Kruger, Kim Henry, Don Kohler, Matt Mancuso, Molly Noon and Shane Larson.

APPROVE AGENDA

Action Item 8.02 Resolution Instituting Proceedings to Take Additional Action and Directing Publication of Notice, Not to Exceed \$10,500,000 Dormitory Revenue Refunding Bonds was added to the agenda.

Motion was made by Mr. McBride, seconded by Mr. Johnson, to approve the agenda with the addition. All aye votes were recorded. Motion carried.

APPROVE MINUTES

Motion was made by Mrs. Blake, seconded by Mr. Johnson, to approve the minutes of the Regular Board Meeting held on December 13, 2021, as presented. All aye votes were recorded. Motion carried.

MONITORING INFORMATION ABOUT COLLEGE OPERATIONS

President's Report

Dr. Dan Kinney, President of the College, reported on the following:

- With COVID cases on the rise, Dr. Kinney is stressing flexibility at the start of this semester.
- Enrollment is currently up 114 students and 613 credit hours.
- This morning Dr. Kinney met with legislators in Des Moines. The community colleges are asking for \$14 million in state general aid. The governor will be releasing her proposed budget tomorrow.
- The trip to Washington, DC in February for the ACCT National Legislative Seminar is still on.

IACCT Report

Connie Hornbeck, IACCT Representative, was not in attendance. There was no IACCT Report this month.

Other Reports

Matt Mancuso, Executive Director of Workforce and Economic Development, reported that the HiSET Program is currently in six locations: Council Bluffs Campus, the four centers (Shelby County, Cass County, Page/Fremont County, Clarinda) and the Clarinda Correctional Facility. The Adult Education department is also providing ESL at Tyson and Central Latino. This will be paired with coding.

Matt introduced Natalie Harris, Intermediary Network Director.

Intermediary Network

Natalie Harris, Intermediary Network Director, presented the Trustees with a report on the Intermediary Network. Highlights from the report include:

- The Intermediary Network Grant is a state-funded, work-based learning grant program (Iowa Skilled Worker and Job Creation Fund)
 - Connect students and educators in Southwest Iowa to employers, local careers through work-based learning experiences.
 - Funding awarded to 15 community college regions
 - Each region applies for and awarded \$96,667
- **Target Audience**
 - High school students in Region 13
 - High school educators in Region 13
 - Regional business and industry partners (IA & NE)
- **Goals**
 - Prepare students to make informed postsecondary education and career choices
 - Equip students with career awareness, employability skills and hands-on career experience
- **IWCC Intermediary Network Programming**
 - Job Shadows
 - Worksite Tours
 - Industry Speakers
 - Mock Interviews
 - Internship Connections
 - Career Exploration Activities
 - Educator Worksite Tours & PD
 - Educator Externships
- **Iowa Intermediary Network - Statewide Collaboration**
 - Collaborate on statewide live & virtual CTE events

- Partner with statewide organizations
- **Intermediary Network – Regional and Statewide Data**
 - **FY21 IWCC/Regional Data** (*Participation in regional virtual & in-person activities*)
 - 683 High School Students
 - 29 Educators
 - **FY21 Statewide Virtual Events Data** (*Participation in virtual statewide CTE events through Iowa Intermediary Network*)
 - 1,786 Middle & High School Students from Region 13
 - 57 Educators from Region 13
 - **School District Participation**
 - 17 School Districts in FY21
 - **FY22 Student & Educator Participation (Fall 2021)** (*In-person regional activities*)
 - 881 Students
 - 21 Educators
- **Business Participation**
 - Over 200 active regional business partners
 - Work with employers to coordinate the student or educator experience
 - Work-based learning is a solution for business and industry – creating a talent pipeline

**CONSENT
AGENDA**

Motion was made by Mr. Pash, seconded by Mr. Williams, to approve the Consent Agenda as presented. All aye votes were recorded. Motion carried.

Personnel Report

Eddie Holtz, presented the Board with the Personnel Report.

New employees include: Shiree Jensen, Registration and Testing Assistant.

Employees leaving include: Miles Eckman, ITC Software Support Analyst; Sheri Splichal, Economic Development Coordinator; Angela Grover, Assistant Professor of Dental Hygiene.

Financial Report

Eddie Holtz, Vice President of Finance, presented the Board with the Financial Statements for the period ending December 31, 2021.

Curriculum

Dr. Jenny Kruger, Interim Vice President of Academic Affairs, presented a summary of curriculum updates:

New Program

Media Studies: Digital Communication Arts (AAS) – The Media Studies: Digital Communication Arts A.A.S program of study is being proposed in order to address a gap in educational programming. Whereas, Iowa Western's Media Studies and Graphic Design programs prepare students for niche job markets and transfer, the Media Studies: Digital Communication Arts A.A.S. prepares students for entry-level emerging employment opportunities in integrated media. These jobs require overlapping skills in mass communication, digital media arts, social media, marketing and public relations.

Program Modification

Media Studies: Radio (AAS) - The Media Studies: Radio A.A.S. degree is being revised to remain contemporary and relevant in today's quickly changing work environment. The program modifications include the elimination of outdated courses and content, while introducing new courses that overlap with the new Digital Communication Arts A.A.S. degree and the updated Social Media Certificate. These modifications maximize scheduling and budgetary efficiencies, while also keeping the program up-to-date with the needs of employers in the field. Three program elective credits are being removed in order to streamline the degree down to the minimum required 60.0 credits. The following new courses were added Podcasting (MMS 311), Broadcasting and Streaming Online (MMS 316), Digital Content Creation (MMS 317). The following courses were removed: Intro Copy Writing (MMS 135), Electronic Media Sales and Management (MMS 260), Programming of Electronic Media (MMS 261), Advanced Radio Performance (MMS 223), Radio Practicum III (MMS 342).

Media Studies: Sports Media Technology (AAS) - The Media Studies: Sports Media Technology A.A.S. is being updated to keep students' skill sets aligned with industry needs. The new Photojournalism (MMS 312) course replaces a program elective in order to teach students a necessary skill set for employment. Sports Information and Copywriting (MMS 146) is being removed in order to streamline the degree to the minimum required 60.0 credits.

Media Studies: Television/Video (AAS) - The Media Studies: Television/Video A.A.S. is being updated to keep students' skill sets aligned with industry needs. The new Photojournalism (MMS 312) course replaces Advanced Video Production II (MMS 323) in order to address a curriculum deficiency. The Advanced Video Practicum II (MMS 323) course was found to be redundant to overlapping courses in the program. Electronic Sales and Management (MMS 260) is being replaced with Broadcasting and Streaming Online (MMS 316). Three

program elective credits are being removed in order to streamline the degree down to the minimum required 60.0 credits.

Social Media Certificate - The Social Media Certificate is being updated to reflect changes in industry that require social media managers to be experts in the analytics of digital media. Digital Media Analytics (MMS 186) was added to the certificate. Principles of Marketing (MKT 110) and Broadcast Promotion (MMS 110) were removed. Media Writing (MMS 134) was removed as an option. This recommendation was reviewed and approved by the Media Studies Advisory Committee at their Spring 2021 meeting on 3/10/21.

Course Deletion

MMS 135 Introduction to Copy Writing - The Media Studies AAS program sequences are being updated to remain current with industry practices and become streamlined with the new Digital Communication Arts MS curriculum. Content from this course will be distributed throughout other courses in the media studies programs.

MMS 146 Sports Information and Copy Writing - This course is no longer required in any program. It is being removed from the Media Studies: Sports Media Technology, A.A.S. Several other news courses expand on the skill set learned in this course. Sports Information and Copywriting (MMS 146) is being deactivated and will be removed from the third semester of the Media Studies: Sports Technology, A.A.S. This change will reduce the total semester credits for the program to 60.

MMS 223 Advanced Radio Performance - The Media Studies: Radio A.A.S. is being updated to reflect changes in the industry. The curriculum is also being streamlined for efficiency and overlap with the new Digital Communication Arts A.A.S.

MMS 232 Advanced Video Production II - The Media Studies: Radio A.A.S. is being updated to reflect changes in the industry. The curriculum is also being streamlined for efficiency and overlap with the new Digital Communication Arts A.A.S.

MMS 260 Electronic Media Sales and Management - The Media Studies MS program sequences are being updated to remain current with industry practices and become streamlined with the new Digital Communication Arts MS curriculum. Content from this course will be distributed throughout other courses in the media studies programs.

MMS 261 Programming for the Electronic Media - This course is being deleted in order to streamline the Media Studies: Radio A.A.S. and keep it current in industry.

MMS 342 Radio Practicum III - The course is being removed from the Media Studies: Radio, A.A.S. in order to become more streamlined and have overlap with the new Media Studies: Digital Communication Arts, A.A.S. curriculum

MMS 343 Radio Practicum IV - This course is no longer required in any program and should be removed from the catalog.

Course Modifications

MMS 350 Media Sales Practicum - The prerequisite Electronic Media Sales and Management (MMS 260) is being removed for this course because the course is no longer be a part of the course sequence and will be removed from the catalog. Students will receive adequate preparation for this course in the first year of the Media Studies: Radio and Media Studies: Television/Video A.A.S. programs. Additionally, the course description was updated to say IWCC media rather than listing specific Iowa Western media entities.

DAN 106 Dance II - The old course description for Dance II (DAN 106) included language that referred to Dance I (DAN 105). Since there is no prerequisite for Dance II (DAN 106), Instructional Council decided that the language in the course description that referred to Dance I (DAN 105) needed to change.

New Courses

MMS 186 Digital Media Analytics - This course is being created as a requirement in the new Digital Communication Arts A.A.S. program of study.

MMS 311 Podcasting - This course is being created as a requirement in the new Digital Communication Arts A.A.S. program of study.

MMS 312 Photojournalism - This course is part of a new program Digital Communication Arts A.A.S.

MMS 313 Digital Communication Arts Practicum I - This course is part of a new program Digital Communication Arts A.A.S.

MMS 314 Digital Communication Arts Practicum II - This course is part of a new program Digital Communication Arts A.A.S.

MMS 315 Digital Communication Arts Practicum III - This course is part of a new program Digital Communication Arts A.A.S.

MMS 316 Broadcasting and Streaming Online - This course is part of a new program Digital Communication Arts A.A.S.

MMS 317 Digital Content Creation - This course is part of a new program Digital Communication Arts A.A.S.

ACTION ITEMS

Public Hearing for KIWR FY21 Year-end Operations and Audit Report

Motion was made by Mr. McBride, seconded by Mrs. Blake, to enter into a Public Hearing for the KIWR FY21 Year-end Operations and Audit Report. All aye votes were recorded. Motion carried.

The Board entered into a Public Hearing at 2:31pm

There were no members of the public present and no comments received.

Motion was made by Mr. Johnson, seconded by Mr. Madsen, to enter into Regular Session. All aye votes were recorded. Motion carried.

The Board entered into Regular Session at 2:32pm.

KIWR FY21 Operations Report

Don Kohler, Vice President of Marketing and Public Relations, presented the Board with the FY21 KIWR Operations Report. Highlights from the report include:

- KIWR continues to rank high on the Nielson rankings. Don shared that KIWR is tied for second in the rankings with adults ages 18-34 during the Monday through Friday 10:00am to 3:00pm time slot.
- KIWR continues to provide public service announcements and live on-air promotions to help support businesses in our community. They provided over 4,000 PSA's for non-profit organizations in our community.
- The search for on-air talent to replace Spicoli continues.

KIWR FY21 Audited Financial Report

Eddie Holtz, Vice President of Finance, presented the Board with the KIWR FY21 Audited Financial Report prepared by Denman & Company, LLP.

Acceptance of KIWR FY21 Year-end Operations Report

Motion was made by Mr. Johnson, seconded by Mr. McBride, to accept the KIWR FY21 year-end operations report as presented. All aye votes were recorded. Motion carried.

Acceptance of the KIWR FY21 Audited Financial Report

Motion was made by Mrs. Blake, seconded by Mr. McBride, to accept the KIWR FY21 Audited Financial Report as presented. All aye votes were recorded. Motion carried.

Resolution Instituting Proceedings to Take Additional Action and Directing Publication of Notice, Not to Exceed \$10,500,000 Dormitory Revenue Refunding Bonds

Motion was made by Mr. Williams, seconded by Mrs. Blake, to approve the resolution instituting proceedings to take additional action and directing publication of notice, not to exceed \$10,500,000 Dormitory Revenue Refunding Bonds. A roll call vote was taken with all aye votes recorded. Motion carried.

ADJOURNMENT

Motion was made by Mr. Johnson, seconded by Mr. Williams, to adjourn. All aye votes were recorded. Motion carried.

The meeting adjourned at 2:57pm.

Randy Pash, Acting Board President

Erin McKee, Board Secretary