

WACCT BOARD MEETING MINUTES

JULY 13, 2022

SPECIAL ZOOM MEETING

Call to Order

The meeting was called to order by WACCT President Reggie Clark at 4:13 pm.

Those present:

Kathy Dolan, CC

Dr. Darren Divine, CC

Bob Salazar, LCCC

Ernie Over, CWC

Reggie Clark, WWCC

Nello Williams, GCCD

Erin Taylor, Executive Director

Dr. Lisa Watson, NWC

Dr. Janel Oberlander, GCCD

Steve Degenfelder, CC

Don Erickson, LCCC

Judith Bartmann, EWC

Dr. Brad Tyndall, CWC

Dr. Veronica Donaldson, WWCC

Tom McCreary, EWC

Dr. Joe Schaefer, LCCC

Robert Palmer, GCCD

Maggie York, Linden Marketing

A motion was made and seconded for the agenda for the July 13th meeting.

There was no objection to June 8, 2022, WACCT Board Minutes, and the June 21, 2022, WACCT Executive Committee minutes.

New Business

- **Financial Reports**

- The year-end profit & loss and balance sheet were presented to the Board, and the key elements were discussed including a \$102,887.48 carryover. **A motion was made and seconded to accept the year-end profit and loss and balance sheet as presented.**
- Linden contract – Linden and the ED gave the Board a walk-through of the invoicing done to date as well as a proposal for continued work with Linden for the next fiscal year which will involve consultation, strategy & reporting, website updates, custom infographics, social media posts, and email management & marketing. **A motion was made, seconded, and passed to approve the \$32,000 for this work which will also include a booklet highlighting each of the eight colleges. A motion was made, seconded, and passed to approve \$6,000 specifically to cover the cost of design for the college booklet.** Updated for the Linden work will be made as an attachment to the P&L moving forward.

FY 2021-2022 CONTRACT - \$49,400

October 2021 \$2,597.69 invoiced

November 2021 \$1,816.00 invoiced

December 2021 \$3,043.50 invoiced
January 2022 \$3,605.50 invoiced
February 2022 \$8,554.29 invoiced
March 2022 \$1,063.00 invoiced
April 2022 \$1,171.79 invoiced
May 2022 \$2,738.38 invoiced
June 2022 \$3,575.84 invoiced

- **WACCT Awards – a motion was made, seconded, and passed to adopt the recommendation from the executive committee as follows:**
 - Formally retire the evening function during the legislative session
 - Focus on students only – each college selects its students and forwards them to WACCT. WACCT will ask a business partner to sponsor the awards.
 - WACCT Board will find the appropriate time and place to make the annual recognitions - at the April Wyoming Community College Commission meeting.
 - Ask that each college build travel and lodging into their budgets for the student awardees.
- **2022 2023 WACCT Budget – a motion was made and seconded to approve the final budget for the 2022 2023 fiscal year with the following changes:**
 - \$10,447.53 carryover from reserves to balance the budget
 - \$32,000 Linden:
 - Consultation \$3,000
 - Strategy & Reporting \$3,600
 - Digital Plans x4 \$1,800
 - Digital Updates x4 \$1,800
 - Website \$7,425
 - Website Updates \$2,400
 - Custom Infographics x8 \$5 025
 - Social Media \$7,960
 - Facebook Management x12 \$3,600
 - Facebook Ads & Boosted Posts x12 \$4,350
 - Email Marketing \$4,200
 - Quarterly x4 \$2,400
 - Monthly x6 \$1,800
 - Community College Booklet \$5,815
 - WACCT Awards \$3,000 - \$250 award to each student and \$1,000 cost of awards
- **Advocacy –**
 - Sustainable funding resolution – the Board agreed to the recommendation from the Executive Committee as follows:
 - i. The Sustainable Funding Resolution served a purpose for its time, supporting the recommendations made by the WCCC Sustainable Funding work group.
 - ii. The political climate has changed, and the appetite for tax increases has waned.

- iii. WACCT should move forward with the advocacy platform for this year and allow the resolution to retire.
- WACCT 2022 2023 Advocacy Platform – **a motion was made, seconded and passed to adopt the 2022 2023 advocacy platform as presented.**
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Other Business

- A motion was made and seconded to move into Executive Session at 5:30pm for the purposes of discussing employee annual review and compensation.

The meeting was adjourned at 5:58 pm.