

**COLLEGE OF SOUTHERN IDAHO  
BOARD OF TRUSTEES**

**AUGUST 23, 1999**

**5:30 p.m.  
PINE ROOM, #258  
2<sup>ND</sup> FLOOR TAYLOR BUILDING**

**AGENDA**

**MINUTES: (A) *Mike Mason***

**TREASURER'S REPORT: (I) *Mike Mason***

**ARTEC COMPUTER BASED ELECTRONICS INSTRUCTIONAL PROGRAM BID:  
(A) *Mike Mason***

**SALE OF SURPLUS ELECTRONIC AIR CLEANERS BID:  
(A) *Mike Mason***

**WELDING LAB REPORT: (I) *Randy Dill***

**FALL SEMESTER 1999: (I) *Dr. Jerry Beck***

**ROPES COURSE UPDATE: (I) *Karen Christopherson***

**FINE ARTS ADDITION UPDATE: (I) *President Meyerhoeffer***

**OLD BUSINESS**

**NEW BUSINESS**

COLLEGE OF SOUTHERN IDAHO  
COMMUNITY COLLEGE DISTRICT  
BOARD OF TRUSTEES MEETING  
AUGUST 23, 1999

CALL TO ORDER: 5:30 p.m. PRESIDING: LeRoy Craig

ATTENDING: Trustees: LeRoy Craig, Dr. Thad Scholes and  
Bill Babcock

College Administration: Gerald Meyerhoeffer, President  
John M. Mason, Secretary/Treasurer  
Robert Alexander, College Attorney  
Dr. Jerry Beck, Vice President of Instruction  
Dr. Joan Edwards, Vice President of Planning and  
Development  
Dr. Ken Campbell, Dean of Technology  
Dr. John Martin, Registrar  
Graydon Stanley, Director of Student Information  
Ron Shopbell, Director of Dual Credit  
Randy Dill, Physical Plant Director  
Jeff Duggan, Assistant to the President  
Karen Baumert, Public/Sports Information Director

CSI Staff: Henry Jones, Karen Christopherson and  
Louise Flowers

Visitors: None

Faculty Representative: Maddie Hartwell

Times News: Jennifer Sandmann

MINUTES OF JULY 19, 1999 were approved as written on MOTION  
by Dr. Charles Lehrman. Affirmative vote was unanimous.

TREASURER'S REPORT: The Treasurers Report was unavailable  
due to year-end closeout not being completed.

BIDS:

1. The Board approved the sole bid of Lab-Volt to Spanish  
Fork, Utah in the amount of \$61,476.00 for a computer based

1. (continued) electronics instructional program on MOTION by Dr. Thad Scholes. Affirmative vote was unanimous.

Funds for this purchase are from the ARTEC Albertson's grant.

2. The Board approved the sole bid of Lester Peck of Nampa, Idaho in the amount of \$650 for four surplus electronic air cleaners on MOTION by Dr. Thad Scholes. Affirmative vote was unanimous.

Funds from this sale will be deposited in the Plant Facility Fund.

PRESIDENT'S REPORT:

1. Karen Christopherson reviewed the scheduling and operation of the new ropes course. She stated that we have the largest pole course in the northwest. Ms. Christopherson also reviewed the price structure for using the course and said she felt it was very reasonable.

2. Randy Dill reviewed the welding lab report from Dr. Harry Beaulieu. Dr. Beaulieu conducted extensive testing to determine if there were any problems with the air quality in the lab. His official report indicated the lab was sufficiently ventilated and that there were no air quality issues.

Robert Alexander stated that he felt we responded properly to the possibility of an air quality issue.

3. Dr. Jerry Beck reported that we were slightly behind in enrollment when compared to last year. He said we had approximately 241 closed classes due to full enrollment. This is a record number.

Ron Shopbell stated that we were running 50 classes in 14 high schools this summer. Filer and Castleford are running for dual credit courses jointly this year. Dual credit enrollment is expected to be up significantly this year.

One microwave channel to Burley is completely scheduled and the new second channel is approximately 50% full. The Micron class currently has 26 enrollments and is expected to grow to 100 enrollments during the year.

4. The President reviewed the acoustical report from ZGA Architects and their consultants, Paoletti Associates,

CSI Trustees  
August 23, 1999  
Page 3

4. (continued) concerning the Fine Arts auditorium. The report indicated that if we were to do anything to improve acoustics in the auditorium, we would need to implement the first three recommendations of the report at an estimated cost of \$500,000.

The Board took the report under advisement.

5. The President also reviewed the architects' concepts for the addition. The Board felt that an addition to the south appeared to be a feasible option.

6. The President reported on the survey of students, faculty and professional staff. The survey was very positive and indicated a high level of satisfaction by our faculty. Dr. Campbell reported that retention, graduation rates and transfer rates were above the national average.

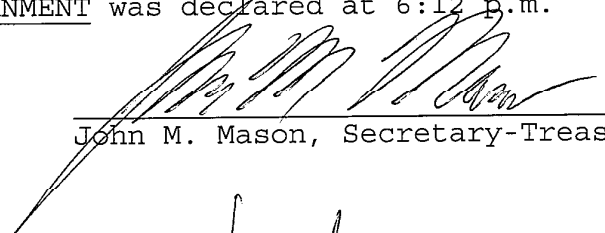
7. The Board commended Randy Dill for his work as Physical Plant Director.

8. The Budget Hearing for fiscal year 2000 was set for September 13, 1999 at the regular September Board meeting.

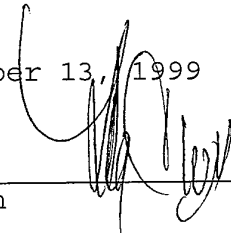
9. The Board directed the administration to write a letter of appreciation to the LDS church for tearing down the old wooden bleachers at the arena.

10. Randy Dill was directed to investigate costs for automated vehicle gates. In the event the bridges are replaced, these gates would be installed to control traffic.

ADJOURNMENT was declared at 6:12 p.m.

  
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John M. Mason, Secretary-Treasurer

APPROVED September 13, 1999

  
\_\_\_\_\_  
Chairman



COLLEGE OF  
SOUTHERN  
IDAHO  
BUSINESS OFFICE

August 19, 1999

To: President Meyerhoeffer and the College of Southern  
Idaho Board of Trustees

From: Mike Mason

A handwritten signature in black ink, appearing to read 'Mike Mason', is written over the 'From:' line.

Re: ARTEC Computer Based Electronics Instructional Program

We received only one bid for the specified program. Based upon a review of the bid by Dave Sass, I recommend that we accept the bid of Lab-Volt of Spanish Fork, Utah in the amount of \$61,476.00 for the electronics instructional program.

Funding for this purchase is from the Albertson ARTEC grant.



COLLEGE OF  
SOUTHERN  
IDAHO  
BUSINESS OFFICE

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August 19, 1999

To: President Meyerhoeffer and the College of Southern  
Idaho Board of Trustees

From: Mike Mason

A handwritten signature in black ink, appearing to read 'Mike Mason', is written over the 'From:' line.

Re: Sale of Surplus Electronic Air Cleaners

We received only one bid for the surplus air cleaners.  
I recommend we accept the bid of Lester Peck from Nampa,  
Idaho in the amount of \$650 for the equipment.

These funds will be deposited back into the Plant  
Facility Fund.

## CHALLENGE COURSE FACILITATORS

**Karen Christopherson, CSI Challenge Course Coordinator**  
Coordinator – Student Activities  
College of Southern Idaho

**Jan Mittleider** – Professor, Physical Education/Wellness  
College of Southern Idaho

**Graydon Stanley** – Director, Student Information  
College of Southern Idaho

**Cathy Trotter** – Advisor Cheerleader – Dance Team  
College of Southern Idaho

**John Bottinger** – Maintenance Supervisor  
College of Southern Idaho

**Bill Studebaker**, Director, Outdoor Program  
College of Southern Idaho

**Jim Massey** – Captain, Detective Division  
Twin Falls City Police Dept.

**Pete Snyder – MVRMC – Challenge Course Coordinator**  
Director of Business Development  
Canyon View Psychiatric and Addiction Services

**Gene Zwaryck** - Coordinator, Assessment and Referral  
Canyon View Psychiatric and Addiction Services

**JoAnne Snyder** – Recreational Therapy Assistant  
Canyon View Psychiatric and Addiction Services

DAY	DATE	TIMES	TOTAL HOURS	ORGANIZATION	GROUP SIZE	FACILITATORS	FEES CHARGED	LUNCH
Monday	08/02/99	8:00 - 5:00	10	Dedication	8	Karen, Pete, Jean, Gene	\$ 160.00	yes
Friday	08/06/99	0:00 - 2:00	4	Open Enrollment	6	Pete, Gene	\$ 120.00	no
Thursday	08/12/99	2:00 - 8:00	6	CND - Nontraditional Careers	16	Karen, Graydon, Pete, Cathy	\$ 200.00	no
Thursday	08/12/99	7:00 - 6:00	11	Eagle Hall RAs	16	Karen, Graydon, Pete, Cathy	\$ 440.00	yes
Friday	08/13/99	8:00 - 6:00	10	Open Enrollment	15	Karen, Pete, Cathy, Joanne	\$ 375.00	
Saturday	08/14/99	7:00 - 6:00	11	Sawtooth Teachers	45	Karen, Graydon, Pete	\$ 480.00	
Wednesday	08/25/99	7:00 - 6:00	11	Advanced Open Enrollment	10	Karen, Pete, Gene	\$ 250.00	
Friday	08/27/99	8:00 - 1:00	6	CSI Honors Program	20	Karen, Pete, Gene	\$ 120.00	
Saturday	08/28/98	4:00 - 7:00	4	Climbing Class	10	Karen, Jody Hawkins		
Tuesday	09/07/99	4:00 - 7:00	3	Climbing Class	10	Karen, Jody Hawkins		
Friday	09/10/99	7:00 - 1:00	6	Medical Assistant Class	16	Karen, Pete	\$ 240.00	no
Saturday	09/11/99	7:00 - 6:00	11	Open Enrollment	15	Karen, Pete, Gene	\$ 375.00	yes
Tuesday	09/14/99	1:00 - 3:00	4	Magic Valley Counselors Day		Karen, Pete, Graydon		no
Tuesday	09/14/99	4:00 - 7:00	3	Climbing Class	10	Jody Hawkins		
Wednesday	09/15/99	2:00 - 7:00	5	Informational Tech. Committee	20-25	Karen, Pete	\$ 200.00	no
Thursday	09/16/99	1:00 - 7:00	9	Chamber Commerce Leadership	25-30	Karen, Pete, Jim	\$ 360.00	no
Saturday	09/18/99	7:00 - 6:00	11	CSI Mens Basketball	20	Pete, Graydon, Karen, John	\$ 440.00	yes
Tuesday	09/21/99	4:00 - 7:00	3	Climbing Class	10	Jody Hawkins		
Thursday	09/23/99	2:00 - 8:00	8	Student Senate	17	Karen, Graydon, Pete	\$ 320.00	no
Friday	09/24/99	7:00 - 6:00	11	Student Senate	17	Karen, Graydon, Pete	\$ 440.00	yes
Saturday	09/25/99	7:00 - 6:00	11	Advanced Open Enrollment	10	Karen, Pete, Gene	\$ 250.00	yes
Tuesday	09/28/99	4:00 - 7:00	3	Climbing Class	10	Jody Hawkins		
Thursday	09/30/99	1:00 - 5:00	6	CSI Cheerleaders	10	Karen, Pete, Graydon, Cathy	\$ 240.00	no
Friday	10/01/99	7:00 - 6:00	11	CSI Cheerleaders	10	Karen, Pete, Graydon, Cathy	\$ 440.00	yes
Thursday	10/14/99	1:00 - 5:00	6	CSI Dance team	15	Karen, Pete, Graydon, Cathy	\$ 240.00	no
Friday	10/15/99	7:00 - 6:00	11	CSI Dance team	15	Karen, Pete, Graydon, Cathy	\$ 440.00	yes

\$ 6,130.00



INTERESTED GROUPS FOR FALL - 99, NOT SCHEDULED

DAY	DATE	TIMES	TOTAL HOURS	ORGANIZATION	GROUP SIZE	FACILITATORS	FEEES CHARGED
			8	WOMENS BASKETBALL	20	3	\$320.00
			8	CSI STUDENT AMBASSADORS	30	2	\$320.00
			6	CSI DIVERSITY COUNCIL	10	2	\$240.00
			4	SIFE CLUB	15	2	\$160.00
			8	LAW ENFORCEMENT CLASS	20	2	\$320.00
			50	EAGLE HALL RESIDENTS	250	2	\$2,000.00
			6	INTERCLUB COUNCIL	40	2	\$240.00
			8	CENTER INDEPEN. LIVING	20	2	\$640.00
			5	MWRMC HOME HEALTH	15	2	\$200.00
			32	U.S. CUSTOMS	20	4	\$6,000.00
			6	CROSSINGS	15	2	\$480.00
			8	JOB SERVICE	30	2	\$640.00
			8	CENTER NEW DIRECTIONS	10	2	\$320.00
			8	ADDICTIONS COUNSEL CLASS	25	2	\$320.00
			6	UNITED METHODIST YOUTHS	15	2	\$360.00
							\$12,560.00

TWIN FALLS CITY POLICE  
TWIN FALLS FIRE DEPT.  
IDAHO POWER CO.  
LYTLE SIGNS

# MAGIC VALLEY CHALLENGE COURSE

## Business Development and Strategic Plan- Page 1

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
<p>1. Complete the training of facilitators and the establishment of a plan for the coordination of facilitators and their on-going skill development. Coordination efforts will include E-mail and call list, meeting schedules, master calendar, completion of self assessment, and other logistical and operational considerations. (Karen C.)</p> <p>On-going skill development efforts will include acquisition and distribution of training literature, facilitators observing the more experienced facilitators on the course and meetings to share information and ideas. (Karen C./ Pete S)</p>	8/5/99	done
<p>2. Develop and implement plans for a MV Challenge Course Dedication &amp; Kick Off.</p> <ul style="list-style-type: none"> <li>• Schedule date and develop agenda</li> <li>• Develop and send invitations</li> <li>• Assign and pursue follow-up calls for personal invitations to dedication</li> <li>• Arrange for media coverage of the dedication event and the opening of the course</li> <li>• Arrange food, support staff, T-shirts, and activities.</li> <li>• Deliver dedication</li> <li>• Follow-up contacts with potential clients identified through the dedication</li> </ul>	8/2/99	Done
<p>3. Establish a front end and client management system including:</p> <ul style="list-style-type: none"> <li>• Develop an inquiry call system for calls from potential clients, call tracking log, client needs assessments process and forms, client tracking, proposal template, and other organizational systems related to the response to clients inquiries.</li> <li>• Develop the pricing strategy, structure, and charge matrix</li> <li>• Develop a cover letter to accompany proposals</li> <li>• System to follow-up with proposals</li> <li>• Revise the aforementioned , as needed</li> </ul>	8/10/99	Done

**MAGIC VALLEY CHALLENGE COURSE**  
**Business Development and Strategic Plan- Page 2**

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
4. Develop and distribute an initial promotional flier to potential clients and complete a direct mail campaign to potential clients with a cover letter and flier. (Pete/ Karen)	8/16/99 9/1/99	Done Done
5. Develop and initiate: <ul style="list-style-type: none"> <li>• Acronym, logo, course identity and other common language references</li> <li>• Letterhead and order initial supply (Lance M./ Jill C.)</li> <li>• Other Support information (Karen C./ Pete S.)</li> <li>•</li> </ul>	8/2/99 8/3/99 8/19/99	Done Done Done
6. Develop and implement the formal documents including: <ul style="list-style-type: none"> <li>• Letter of Agreement for contracting clients with a request for deposit (PS)</li> <li>• Letter to the participants of the client groups scheduled for a program (PS)</li> <li>• Invoice form and purchase order tracking and collection system (KC)</li> <li>• Participant Information/ Medical History and Consent Form (KC)</li> <li>• Incident Report Form and Tracking Process (KC)</li> <li>• Rope Use Log</li> <li>• Course Use Summary Log (PS)</li> <li>• Initial equipment inventory (KC/PS)</li> <li>•</li> </ul>	8/10/99 8/10/99 8/24/99 8/5/99 8/5/99 8/20/99 9/25/99	Done Done Done Done Done Done Done

**MAGIC VALLEY CHALLENGE COURSE**  
**Business Development and Strategic Plan- Page 3**

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
7. Establish a list of resources, proposed costs and other arrangements for lodging, transportation, and catering. <ul style="list-style-type: none"> <li>• Common resource file for individuals developing proposals (Pete S.)</li> <li>• Establish billing and other arrangements with vendors (Pete S./ Karen C.)</li> <li>• Implement and monitor arrangements with initial groups (“ / “)</li> <li>• Revise and expand resources, arrangements, costs, and other considerations,</li> </ul>	8/15/99 8/10/99 9/1/99 as needed	Done Ongoing
8. Establish initial joint venture considerations and financial disbursement arrangements: <ul style="list-style-type: none"> <li>• Steering committee members from CSI and MVRMC along with administrative authorities from each agency. (Pete S., Karen C., Graydon S., Jill C., Bill S.)</li> <li>• Initial plan to cover the outstanding initial investment and start-up costs (KC/PS)</li> <li>• Each agency establishing a system/ procedure for coverage staff involved in facilitating the programs.</li> <li>• Agreement for the quarterly and annual review of the project and the disbursement of funds between the two organizations. (initial agreement by GS/JC/BS)</li> <li>• Pursue quarterly and annual interagency meetings and revise arrangement, as needed</li> <li>• Arrangement for the incorporation of the Canyon View Course for utilization by facilitators and as part of the overall MVCC project. (Bill S/ Pete S/ Karen C)</li> </ul>	8/2/99 8/16/99 8/27/99 7/29/99 7/30/00 8/10/99	Done Done Done Done Done Done

**MAGIC VALLEY CHALLENGE COURSE**  
**Business Development and Strategic Plan- Page 4**

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
<ul style="list-style-type: none"> <li>9. Develop and implement a formal marketing plan and promotional efforts including:               <ul style="list-style-type: none"> <li>• Develop an initial formal, four color brochure which features the following:                   <ul style="list-style-type: none"> <li>• A specific identity for the course which supports the joint venture agenda and the promotion of CSI, MVRMC, Occupational Health, Canyon View, the City of Twin Falls and other entities (ie. Idaho Power and other donors)</li> <li>• Pictures of the course and program activities</li> <li>• Various benefits and potential positive outcomes from the course</li> <li>• Contact and inquiry information (KC/PS)</li> </ul> </li> <li>• Distribute promotional flier locally and regionally through direct mail, chamber groups, information distribution centers, display boards, etc. (PS/KC)</li> <li>• Promote MVCC through direct initial sales contacts and presentations as well as follow-up assessments with various student groups at CSI, departments at MVRMC and CSI, participants from the open enrollment programs, etc.</li> <li>• Promote MVCC through direct sales contacts and presentations with local and regional businesses with the greatest potential for immediate utilization (see account management list) (PS/KC/ Jill C./ Bill S.)</li> <li>• Follow-up to initial contacts and initiate contacts with other businesses</li> </ul> </li> </ul>	<p style="text-align: center;">10/19/99</p> <p style="text-align: center;">10/30/99</p> <p style="text-align: center;">8/31/99</p> <p style="text-align: center;">9/17/99</p> <p style="text-align: center;">10/15/99</p>	

**MAGIC VALLEY CHALLENGE COURSE**  
**Business Development and Strategic Plan- Page 5**

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
<p>10. Develop a formal public relations and publicity plan which will include the following:</p> <ul style="list-style-type: none"> <li>• Meet with Doug Mauhan regarding ways he will be able to support and assist with the promotion of MVCC (KC/PS)</li> <li>• Media Relations               <ul style="list-style-type: none"> <li>• Send a press release to all local and regional newspapers, T.V. and radio Stations regarding the availability of the course and related information.</li> <li>• Send press release to all news sources regarding the open enrollment program</li> <li>• Schedule interviews with media (PS)</li> <li>• Investigate the options and costs for formal media advertising for MVCC (Monie Smith/ PS/ KC)</li> </ul> </li> </ul>	<p>8/6/99</p> <p>8/5/99</p> <p>8/8/99</p> <p>on-going</p> <p>4/1/00</p>	<p>Done</p> <p>Done</p> <p>Done</p> <p>Done</p>
<p>11. Develop and implement a plan for merchandising MVCC material including T-shirts, hats and other items. (PS/ KS)</p>	<p>11/1/99</p>	
<p>12. Establish a process for marketing repeat involvement with MVCC for organizations which had participated in a program with MVCC. (PS)</p>	<p>3/1/00</p>	
<p>13. Revise promotional information and efforts</p> <ul style="list-style-type: none"> <li>• Re-do direct mail campaign</li> <li>• Incorporate MVCC into promotional activities and material of CSI and MVRMC including pictures and other information about MVCC in college and hospital handbooks, newsletters, etc.</li> <li>• Initiate formal advertisement, if feasible and/ or necessary</li> </ul>	<p>3/1/00</p>	

**MAGIC VALLEY CHALLENGE COURSE  
Business Development and Strategic Plan- Page 6**

<u>Item (staff responsible)</u>	<u>Target Date</u>	<u>Status</u>
14. Remodel and organize equipment shed (KC/PS) <ul style="list-style-type: none"> <li>• Remove chickenwire cages, rubbish, etc.</li> <li>• Install new floor</li> <li>• Install rope and ladder hooks, shelves, arrange equipment, etc.</li> <li>• Secure refrigerator and arrange for stocking of water and other refreshments from Coca-cola along with system to sell and account for refreshments.</li> </ul>	8/17/99	Done
15. Purchase additional equipment. <ul style="list-style-type: none"> <li>• First Aid Kit</li> <li>• Turn Buckles</li> <li>• Replacement equipment</li> </ul>	As needed	
16. Develop formal resource material <ul style="list-style-type: none"> <li>• Master notebook with ropes log and course use log</li> <li>• Copies of releases and handouts</li> <li>• Phone lists</li> <li>• Games and activity files</li> <li>•</li> </ul>		Done Done Done