



**EASTERN WYOMING COLLEGE
BOARD OF TRUSTEES
WORK SESSION**

Tuesday, October 14, 2025
EWC Dolores Kaufman Board Room

Attendance

Present:

Members: Kurt Sittner, Rick Vonburg, Bob Baumgartner, Katherine Patrick, Randy Adams, Jackie VanMark, and Doug Mercer

Absent:

Members:

1. Call Meeting to Order

Vice Chairman Vonburg called the meeting to order at 5:01 pm

2. Approval of the Minutes

Approval of the September 9, 2025 Minutes

[Board of Trustees Work Session - Sep 09 2025 - Minutes.pdf](#) 

Minutes of the previous regular meeting were reviewed and approved as presented.

Trustee Mercer questioned the start time regarding the technical delay, but the board had already called the meeting to order prior to the issue and the board chose to keep the time as reported.

Moved by: Katherine Patrick

Seconded by: Kurt Sittner

Motion Carried

3. Review of EWC's Strategic Initiatives and Assumptions pursuant to

Administrative Regulation 2.15.2 Regarding Budget Planning Timeline

Dr. Hawes provided an overview of the college's strategic initiatives, explaining their alignment with EWC's three institutional pillars:

- Pillar 1: Increase graduation and certificate attainment by 5%.
- Pillar 2: Increase community interaction and engagement by 40%, divided between Workforce Development (Daryl Spitzer) and Community Education (Donna White).
- Pillar 3: Cultivate success within the college by implementing efficiency improvements.

Dr. Hawes also discussed how the budget planning timeline supports these strategic priorities and presented a manual of internal efficiency initiatives.


Board Discussion:

- Trustee Sittner raised concerns about student advising processes and the need for improved tracking of student progress. Several Trustees supported this concern.
- Trustee Patrick requested continued progress toward offering applied bachelor's degrees and developing partnerships with other institutions for education programs.
- Advisor Willox expressed concern about maintaining growth at the Douglas Campus during the gunsmithing instructor transition.

4. Reports

Presentation of the Marketing Goals and Strategies Plan

Eastern Wyoming College Foundation Director Lisa Johnson and Eastern Wyoming College Marketing Director Kristin Sampson

[Marketing Goals and Strategies.pdf](#) 

EWC Foundation Director Lisa Johnson and Marketing Director Kristen Sampson presented the Marketing and Communications Strategic Plan, designed to enhance enrollment growth, community engagement, and internal communication.

Highlights:

- Results of a communications audit identified five key improvement areas: clear calls to action, social media diversification, earned media, project management, and unified messaging.
- The marketing framework aligns with institutional goals and

highlights key messages: applied learning, transfer programs, supportive environment, career readiness, and community focus.

- Trustee Mercer inquired about terminology in marketing materials, suggesting that both “professors” and “instructors” be included. Dr. Hawes explained academic rank structures, and Lisa Johnson agreed to make adjustments.
- Kristen Sampson outlined the marketing action plan, which includes website updates, digital advertising, video content, media outreach, community events, and student internship opportunities.
- Trustee Baumgartner requested that any further feedback be submitted through Dr. Hawes.

Conclusion:

The marketing plan aims to increase enrollment by 3.5%, strengthen community engagement, and improve internal communication. Progress will be reviewed regularly, and the plan will remain a “living document” to accommodate ongoing feedback.

5. Introductions

Introduction of Jenna Krul, Alumni and Communications Coordinator for the Eastern Wyoming College Foundation

EWC Foundation Director Lisa Johnson introduced Jenna Krul as the new Alumni and Communication Coordinator for the EWC Foundation.

Jenna, an EWC graduate, shared her enthusiasm for returning to serve the college community.

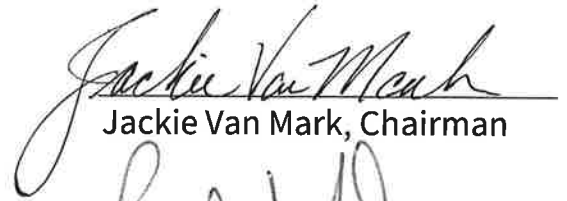
Conclusion:

The Board welcomed Jenna Krul to her new position.

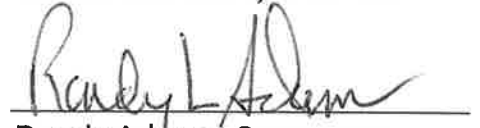
6. Adjournment

Vice Chairman Vonburg called for the meeting to adjourn at 4:35 pm.


The Board was then given a thorough tour of the new EWC Agricultural Education Trailer by Century 21 Equipment representatives and Martin Winchell.

A handwritten signature in cursive script, reading "Jackie Van Mark", written over a horizontal line.

Jackie Van Mark, Chairman

A handwritten signature in cursive script, reading "Randy Adams", written over a horizontal line.

Randy Adams, Secretary

A handwritten signature in cursive script, reading "Lynda Dean", written over a horizontal line.

Lynda Dean, Executive
Assistant