

CAMPUS COORDINATING COMMITTEE MINUTES
MONDAY, JUNE 1, 2026
First Monday of the Month from 2:00 to 3:00 p.m.
Virtual

Table 1: Campus Coordinating Committee Members

<input checked="" type="checkbox"/> Sandra Bauman, Dean/CEO <input checked="" type="checkbox"/> Kelley Turner, Exec. Dir. Of Operations <input checked="" type="checkbox"/> Cari Schwen, Exec. Dir. Fiscal Services <input type="checkbox"/> Valerie Curtin, Exec. Dir. Compliance/Fin. Aid <input type="checkbox"/> Jessie Pate, Dir. IR/Effectiveness <input checked="" type="checkbox"/> Abigail Rausch, Director of Marketing <input checked="" type="checkbox"/> Robyn Kiesling, Exec. Dir. Gen Ed & Transfer <input type="checkbox"/> Sarah Dellwo, Exec. Dir. Enrollment <input checked="" type="checkbox"/> Kris Goss, Dir. Library Learning Hub <input checked="" type="checkbox"/> Ann Willcockson, Dir. TRIO & Retention <input checked="" type="checkbox"/> Dawn Anderson, Cosmetology	<input checked="" type="checkbox"/> Stephanie Hunthausen, Exec. Dir. CTE/DE <input type="checkbox"/> Stephanie Ratchford, Staff Senate President <input type="checkbox"/> Cheryl Ravenscroft, K-12 Partnerships Director <input type="checkbox"/> Kim Feig, Fac. Senate Pres. <input checked="" type="checkbox"/> Amy Kong, Dir. eLearning & Faculty Dev. <input checked="" type="checkbox"/> Sevda Raghil, Director of Nursing <input checked="" type="checkbox"/> Katelynn Eberhardt, Director of Student Wellbeing <input checked="" type="checkbox"/> Jason Grimmis, Director of Crisis & EM <input checked="" type="checkbox"/> Ed Benasky, IT Representative <input checked="" type="checkbox"/> Michaela Parker, Dir. OTA Program <input checked="" type="checkbox"/> Tommi Haikka, Director of Facilities <input checked="" type="checkbox"/> Paige Payne, Exec. Asst. (Recorder)
--	--

Agenda

WEBSITE Brandish Discussion

Danny Wood, Brandish

- Contact Danny Wood with additional thoughts.

Working session:

Vision, brand, and audience alignment session

Audience Prioritization

- The current site tries to serve everyone equally which has resulted in serving no one well.
- This guides how navigation placement, and design.
 - Tier 1 Prospective Students
 - Tier 2 Current Students & Employees
 - Tier 3 Community & External Stakeholders – add jobseekers to this tier.
- The information of each tier is not nested, but blended.

Value Proposition – what is the core promise as an institution. HC is underselling what makes it distinct.

- When a prospective student asks “Why Helena College?”, what is the single most compelling item about your area that you would want them to know?
 - High quality
 - Affordable
 - Low student to instructor to training equipment ratios and lab sizes
 - Low student to instructor
 - Track alumni
 - Student success stories including alumni & workforce preparation.
 - Safe environment

- High success rates
- Reliable and consistent library services
- Excellent faculty credentials
- Our courses are affordable compare to other MUS institutions.
- Great local option for secondary education.
- Real world experience in Cosmetology, Nursing, and Trades.
- Partnerships created with outside employers who send their employees to HC for training.
- Craft ideas and solutions for the student's success at HC and for the future. Personalized advising.
- Lasting opportunity – opens up new avenues.
- Showcase Dual enrollment to second degree non-trad population pictures.
- Send raw dumps of data
- Accessibility in terms of the available technology. Smart Rooms, recorded classes, blended, hybrid course offerings.

Next Steps

- Analysis
 - New navigation experience
 - It will communicate "Why Helena College"