



**Minutes of a Committee of the Whole Meeting  
Oakton Community College Board of Trustees  
May 24, 2022**

A Committee of the Whole meeting of the Board of Trustees of Oakton Community College, District 535 was held on May 24, 2022 in Room 1506 at 1600 East Golf Road, Des Plaines, Illinois, 60016.

**Call to Order and Roll Call**

Chair Kotowski called the meeting to order at 3:03 p.m. Trustee Bush called the roll:

Mr. Paul Kotowski	Chair	Present
Dr. Wendy Yanow	Vice Chair	Present
Dr. Gail Bush	Secretary	Present
Ms. Martha Burns		Absent
Mr. Benjamin Salzberg		Present
Mr. William Stafford		Present
Ms. Marie Lynn Toussaint		Present
Mr. Akash Patel	Student Trustee	Present

Also present in Room 1506:

Leadership: Dr. Joianne Smith, President; Dr. Ileo Lott, Provost/Vice President for Academic Affairs; Dr. Karl Brooks, Vice President for Student Affairs; Mr. Edwin Chandrasekar, Vice President for Administrative Affairs; Dr. Colette Hands, CHRO; and Ms. Katherine Sawyer, Associate Vice President of Marketing and Communications/Chief Advancement Officer.

Other Administrators: Cheryl Warmann, Registrar/Financial Assistance; Michele Brown, Admissions and Enrollment; Matthew Huber, Enrollment Management; Andrea Lehmacher, College Relations, Prashant Shinde, CIO; and Joseph Scifo, Facilities.

Staff: Jeffrey Gossrow, Budget Office; Mike Loveday, College Relations; Steve Butera, College Relations; Philip Cronin, Media Services; and Beatriz Sparks, President's Office.

**Website Redesign**

Senior Manager of Web and Digital Strategy, Mike Loveday provided an overview of the redesigned website that will launch on June 1. Content migration started in January 2022, Web Governance launched in March 2022, and there was a soft launch to the internal campus community on May 2.

The new website philosophy will be to drive enrollment by improving target audience, user experience and navigation. The goal is to keep it accessible and equitable: Easy to find, easy to understand, easy to navigate, using non-biased language or jargon, and mindful of cellular data plans. Content will be focused on the prospective student, approachable and welcoming, consistent in style, and intensive on Search Engine Optimization (SEO).

Mr. Loveday showed some of the site navigation features (homepage, programs page, apply/paying for college, and admissions), and explained how content is connected throughout the website and based on the Oakton Experience.

The next step will be to measure success by letting the site work to gather data, and use that data to guide decisions to grow diverse stories, connect to outcomes and improve accessibility.

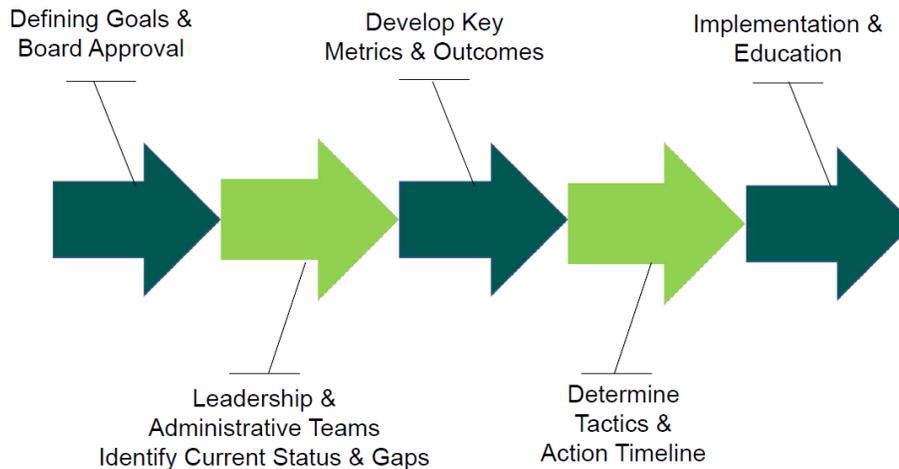
## Strategic Planning

Assistant Vice President of Institutional Effectiveness and Strategic Planning, Dr. Kelly Becker provided an overview of the next Strategic Plan, Vision 2030: Building Just and Thriving Communities. This strategic plan has been developed with active participation from the College community, and has involved strategic conversations, surveys, literature review, campus education, and an environmental scan. The new Strategic Plan will be brought for Board approval during next month's meeting.

The Vision 2030 Strategic Plan has three strategic goals:

- Strengthening student's Oakton Experience - change lives by creating clear educational pathways and reducing barriers for students, with particular attention to serving adult students.
- Enhancing workforce development and community engagement - improve economic and social mobility by equipping students with skills for the workplace and becoming a key partner in the economic development and civic life of the district.
- Advancing racial equity - implement best practices to dismantle systemic racism at the College and throughout the district, recognizing this as a major barrier to student success.

## Implementation Timeline



## Adjournment

Chair Kotowski asked for a motion to adjourn the meeting. Trustee Patel made the motion, which was seconded by Chair Kotowski. A voice vote was called and the meeting was adjourned at 4:04 p.m.

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Paul Kotowski, Chair

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Gail Bush, Secretary

Minutes recorded by:  
Beatriz Sparks  
5/2022