



**PRESIDENT'S CABINET/DIRECT
REPORTS MEETING MINUTES**

**COASTAL BEND COLLEGE
ROBERT J. BEASLEY, JR. ADMINISTRATION BUILDING
PRESIDENT'S CONFERENCE ROOM
3800 CHARCO ROAD
BEEVILLE, TX 78102
TUESDAY, OCTOBER 14, 2022**

A Meeting of the President's Cabinet/Direct Reports of Coastal Bend College was held Tuesday, October 14, 2022 at 4:00 PM in the Robert J. Beasley, Jr., Administration Building, President's Conference Room, 3800 Charco Road, Beeville, TX 78102.

Members and Visitors Present

Members Present: Dr. Justin Hoggard, President
Paul Cantrell, Executive Director of the CBC Foundation
Jacinto Colmenero, Director of Physical Plant
Anna Garcia, Executive Assistant to the President and
Secretary to the Board
Vicente "Vinny" Garza, Interim Athletic Director
Tracey Bergstrom, Interim Chief Financial Officer
Dr. Michelle Lane, Executive Director of Institutional Effectiveness &
Research
Dixie "Prissy" Lytle, Director of Human Resources
Amador Ramirez, Director of Information Technology
Dr. Patricia Rehak, Provost / Chief Academic Officer
Oscar Rodriguez, Interim CBC Chief of Police and Emergency
Management

Members Absent:

1. WELCOME

Dr. Hoggard, President

2. MEMBERS AND VISITORS PRESENT

3. UPDATES

Dr. Hoggard introduced the concept of Wildly Important Goals (W.I.G.s) to the group. He explained that he obtained the idea from the book "The Four Disciplines of Execution." Dr. Hoggard is going to give a copy of this book to cabinet and board members. This is being implemented to reduce the whirlwind within the culture. The whirlwind is described as day-to-day commotion. The W.I.G.s will be performance-based productivity planning goals. A different approach to action was needed. The group is to each identify major goals and the goals need to be associated with a plan. Dr. Hoggard explained that in order to create a wildly important goal, the group can use the strategic plan as an aid. The group can also pick from the whirlwind. The W.I.G. can be in an area that impacts your department or can be something general. This can in turn fit into unit plans. Everyone is to re-read the strategic plan. Dr. Hoggard explained that a scorecard will be kept for everyone for accountability.

It was said that lead indicators are predictive and influenceable and with lag indicators you have to change your behavior. A W.I.G. will be a SMART goal with a baseline created. One can have a single primary W.I.G. and goals that will support the large one/ sub-wigs.

Amador explained that sometimes we create self-imposed barriers and need to think more outside the box. The group then proceeded to mention areas of improvement. It was decided that there will be another Cabinet meeting next Friday, October 21st at 4:00PM. Everyone will provide 2 to 5 goals then the group will relate them to the strategic plan.

4. Other

CBC has hired a person from Pleasanton to assume the role of Pleasanton Site Director.

Unit plans are due today.

GM motors wants to put an EV station at CBC, Dr. Hoggard will give JC the specs when he receives them.

TVs will be displaying wildlife photos at CBC. The three main lobbies in Alice, Kingsville, and Pleasanton will be first. In the Library there is currently a massive wildlife display. This is part of Wildlife in Focus.


The wildlife calendar event will occur on November 17th, Cabinet members are encouraged to attend the event.

6. UPCOMING MEETINGS

October 21, 2022

7. ADJOURNMENT

Dr. Hoggard adjourned the meeting.



Dr. Justin Hoggard, President



