

**Institute of American Indian Arts**  
**President's Cabinet**  
**Meeting Minutes**  
**Wednesday, December 7, 2016**  
**LKN Welcome Center Boardroom**

**Cabinet Attending:**

Dr. Robert Martin  
Dean Carmen Henan  
Charlene Carr  
Dean Charlene Teters  
Dr. Bill Sayre  
Eileen Berry  
Eric Davis  
Jacque King  
Larry Mirabal  
Laurie Logan Brayshaw  
Nena Martinez Anaya  
Patsy Phillips

**Not Attending:**

**Guests:**

Dr. Martin, President, called the President's Cabinet Meeting to order at 11:00 am MST.

1. Opening  
Larry Mirabal, Chief Financial Officer, provided the opening.
2. Opening Positive Note  
We have received a gift from Agua Caliente Tribe for \$35,000.
3. Approve Cabinet Meeting Minutes  
Charlene Teters, Dean Academic Division, moved to approve the meeting minutes; Larry Mirabal, Chief Financial Officer, seconded the motion. There was no further discussion. Dr. Martin called for a vote; all in favor – 10; opposed – 0; abstained – 3, Carmen Henan, Charlene Carr, and Nena Martinez Anaya did not attend the meeting. The President's Cabinet approved the November 7, 2016, meeting minutes.
4. Implement Leadership Projects in Plan 2020  
The final version of the leadership statement was shared and is on BoardMax. Cabinet members were asked to update their leadership projects if needed. It was decided that all Cabinet members would make some progress on leadership projects between now and the next Board Report.
5. Family Education Rights and Privacy Act (FERPA) Directory Information  
IAIA recently responded to an open records request for FERPA Directory information. During the process, we discovered that we list what we consider as FERPA Directory information three different ways. It was decided that Bill, Sandy, and Carmen will standardize the list, for approval.
6. Fiscal Retention Strategies for Students  
Larry Mirabal presented his document to the cabinet titled "Fiscal Strategies to Improve Retention and Degree Completion". Mr. Mirabal provided some background about why the document was created and what the next steps were for introducing the recommendations in the document to the broader campus community. There were questions addressed and some discussion about the contents of the document. It was announced that the the document would be presented to the FASC for consideration, at their next meeting.
7. Holiday Market

The 2016 IAIA Holiday Art Market will take place Saturday, December 10, from 9am – 4pm. The market will feature works of art from IAIA students, alumni, and other Native artists.

#### 8. Web Statistics

Eric Davis, Marketing and Communications Director, provided the following website statistics for November.

- Website –
  - 18,372 sessions (website visits)
  - 8,131 users (people who re-visit the website)
  - 43,477 page views (individual pages)
  - 2.37 minutes per session
  - Demographics: 60% Male and 40% Female between 18-24
- Facebook (IAIA) –
  - 310 new likes (up 38% from prior month)
  - 17,678 total likes
  - 45,030 people reached
  - 11,546 post engagement (up 204%)
  - 155 page views
  - Largest audience: women and men between 35-44
  - Most common device: mobile
- Facebook (Museum) –
  - 72 new likes
  - 10,763 total likes
  - 18,795 people reached
  - 2,833 post engagement
  - 48 page views
  - Largest audience: women and men between 45-54
  - Most common device: mobile
- Google My Business –
  - 12,300 total views
  - 411 total clicks to website
  - 604 driving directions
  - 33 phone calls

#### 9. Clip Review

Eric Davis passed around the clip review book during the meeting.

#### 10. Announcements

- December 7<sup>th</sup> – Community Gathering, IAIA Holiday Lunch
- December 8<sup>th</sup> – Coffee + Cup Making + Chief Curator, IAIA Museum
- December 10<sup>th</sup> – IAIA Holiday Art Market
- December 13<sup>th</sup> – IAIA Staff Holiday Party
- December 23 – January 2<sup>nd</sup> – IAIA Closed, Winter Break

#### 11. Executive Session

The President's Cabinet concluded an Executive Session was not necessary.

#### 12. Closing Positive Note

Bill, Carmen, Nena, and Blue will be attending the kick-off meeting for Achieving the Dream next week in Rapid City, SD.

The President adjourned the meeting at 12:02 pm MST.