

River Campus Board of Managers Minutes

January 9th, 2026

Attendees	Danielle Poyner, Kenneth Haskin, Rhonda Weller-Stilson, Doug Koch, Bruce Skinner, Lauren Jones, Brittany Schroeder
Guests	Nick Kenney, Gary Tyler, Nikki Peters
Location	River Campus Seminary, Conference Room (RCS305)
Minutes	Motion made by Rhonda Weller-Stilson and seconded by Kenneth Haskin for approval of minutes from September 5 th , 2025. Minutes were reviewed and unanimously approved.

Danielle Poyner called the meeting to order, and introductions were made.

Agenda

- Introduction of new Board Members- Lauren Jones and Dr. Koch introduced themselves as new board members, followed by introductions from guests who shared their departments and roles at Southeast Missouri State University.
- Presentation of the new branding for the University and HCAM with Nikki Peters- Nikki Peters, HCAM's Marketing liaison, reviewed the University's recent rebranding process, noting a year of research, national studies, and focus groups focused on students' preparedness for the job market. She also discussed the brand foundation, updated primary colors, HCAM's continued use of its own color palette, and clarified that the Copper Dome and Athletics logo remained unchanged as part of a branding refresh.
- Athletics and HCAM Gymnastics Night on February 1st- Rhonda discussed HCAM Gymnastics Night at the Show Me Center as a recruiting event, similar to last year's basketball-game partnership. Nikki discussed the videos highlighting the college to be played during breaks and noted the event will also serve as an alumni gathering to increase community engagement and showcase HCAM programs.
- LEGO Day at the Crisp Museum with Gary Tyler- Gary shared a handout and reviewed the annual LEGO Day at the Museum, including event history, LEGO models, and current advertising, noting that the event is free and open to the public. Rhonda also shared November Museum outreach numbers and discussed related outreach events.
- MMEA and the Horn Choir updates with Dr. Nick Kenney- Dr. Kenney discussed attending the MMEA conference, where the Horn Choir has been selected to perform. Invitations were extended to Dr. Hodson, Rhonda, and select Music faculty and students. Branded programs will be distributed at the conference, which also serves as a major recruiting event.
- Holiday Event Wrap-up- Rhonda shared a handout featuring a Southeast Missourian article highlighting HCAM holiday events. Dr. Kenney discussed recent holiday programming, including choir concerts, the orchestra finale, Sounds of the Season, and the annual Big Band Holiday Jukebox performance.
- Grace Café offerings with Dr. Bruce Skinner- Dr. Skinner shared updates and a handout on the new Grace Café at the River Campus, noting its coffee and breakfast offerings, use of the space, student employment opportunities, and plans to open in the evenings during performances as a cost-effective community partnership.
- New Orleans and Puerto Rico recruitment trip update- Rhonda shared updates on recent recruiting efforts, including an October trip to New Orleans with visits to five schools and auditions at two performing arts schools, resulting in new Theatre & Dance admits. She also discussed an upcoming recruitment trip to Puerto Rico with faculty from Music and Mass

Media, participation in the Missouri Thespian event by Theatre & Dance faculty, and a discussion of the cost-effectiveness of Southeast's in-state tuition.

- Zip Codes and Publicity in the Community- Rhonda shared a handout and reviewed Grease ticket sales, including zip code data showing attendees traveling from multiple states, contributing to economic growth in Cape Girardeau. She also shared the November ticket sales revenue totals provided by Ellen Wood.
- 20th Season at the River Campus - Rhonda discussed plans for the upcoming 20th Season at the River Campus, including faculty and staff ideas to celebrate, and a meeting scheduled to review engagement events, such as a block party or dance party. She also noted potential partnership opportunities with the Cape Girardeau Convention and Visitors Bureau for Route 61's 100th anniversary, with updates to follow.

Discussion

There was a discussion about the next meeting date, which was tentatively set for March 6th.

Motion made by Danielle Poyner to adjourn, seconded by Lauren Jones. The meeting adjourned at 1:15 PM.