



President's Cabinet Meeting

September 9, 2025

Financial Reminders

Vice President of Finance and Chief Financial Officer Lori Seager reviewed business expense guidelines designed to responsibly steward college resources and increase transparency around spending decisions. Good stewardship is a primary leadership responsibility, particularly as the college works toward financial sustainability goals.

- Criteria require all expenses to be necessary, reasonable, appropriate, allowable, and substantiated with proper documentation (the "5 Ws": Who, What, Where, When, Why). The guidelines address concerns about inconsistent practices and aim to reduce reliance on knowing the "right person" or informal "word-of-mouth" practices.
- Examples of common allowable expenses include computing equipment purchased through ITS, modest business meals, furniture from approved vendors, professional memberships, training, and reasonable travel expenses.
- Examples of restricted activities include personal expenses, charitable donations, political contributions, parking permits for employees, and purchases not following established procurement policies.
- More guidance will be shared in a formal presentation in the future, and the Cabinet Support team will receive this presentation in their Block 3 meeting.

Brand Refresh Update

Vice President for Strategic Communications and Marketing Johanna Blickenstaff outlined an extensive brand refresh initiative spanning 2025-2027, designed to elevate Colorado College's national visibility and strengthen its competitive position in higher education. The rebrand will be rolled out over 2+ years and includes new messaging framework, visual identity, and strategic positioning.

- The college is developing an evergreen institutional messaging framework that will transcend individual presidential priorities to provide a consistent institutional voice.
- The Presidential Visibility Plan strategically positions the college president as the lead brand champion through community engagement, media relations, and thought leadership.
- A complete website redesign is planned for launch in late 2025-early 2026, featuring a new homepage, updated templates, and improved user experience aligned with brand guidelines. Subsequent content work will be done in future cycles.
- A comprehensive media relations expansion will position CC experts as thought leaders, increase faculty op-ed placements, and secure consistent national media coverage.
- An additional initiative is underway to strengthen the Fine Arts Center's identity as an integral part of CC while enhancing community engagement and revenue generation goals.
- A new interactive "scrollytelling" platform is being introduced and will offer immersive content including a digital viewbook, annual report, and impact stories.
- Campus-wide training programs, toolkits, and templates will launch in 2026 to support consistent brand adoption across all departments and communications.