

**Vernon College
Integrated Marketing Task Force**

Date: June 18, 2012

Members:

Michelle Alexander, Chair	LeAnn Jordan
John Hardin	Betsy Harkey
Brandi Brannon	Joseph Porciuncula
Megan Ochoa	Maria Avita-Servin
Shana Munson	Michelle Wood
Greg Fowler	Melissa Elliott
Christie Lehman	

Purposes:

- To work with an outside consultant to find current strengths and resources to maximize marketing efforts.
- To review current policies, procedures, processes, practices, timelines, and functions and to make suggested additions, deletions, and changes to ensure optimum use of marketing strategies and a cohesive visual identity for Vernon College.

Specific Charge:

- Participate in sessions with an outside consultant to learn the concepts of integrative marketing communications (IMC)
- Review all current policies, procedures, processes, practices, timelines, and functions associated with the current marketing strategy
- Produce an outline which defines current functions and activities that make up the current marketing plan
 - Brief description of existing function or activity
 - Responsible party or department
- Brainstorm to develop additional functions or activities which would optimize all marketing resources
- Produce a new integrated marketing plan for Vernon College which includes
 - Brief description of suggested function or activity
 - Proposed responsible party or department
 - Calendar of Activities and timelines
 - Cohesive visual identity plan for Vernon College
- Identify and evaluate any existing policies, procedures, practices, or processes which may limit implementation of additional activities.
- Identify and suggest any new policies, procedures, practices, or processes which may enhance implementation of additional activities.
- Submit a final draft of recommendations with suggested areas of responsibility to the administrative team for review.
- Complete prior to December 1, 2011 to be ready to begin phasing new functions and activities in Spring 2012 and full implementation for Summer 2012.

Task Force Chairperson functions:

- Work as the liaison to the ICM consultant
- Initiate initial task force meeting and develop subsequent meeting review and meeting schedule
- Clearly articulate the purpose and specific charge to task force members
- Establish guidelines for meetings to ensure effectiveness
- Facilitate thorough review and discussion
- Ensure that notes or minutes are kept to assist the development of additions, deletions, and changes
- Ensure completion of draft recommendation and submission to administrative team