

Integrated Marketing/Recruiting Committee

Agenda

Friday, April 17, 2015
Rooms 712/204

1. Welcome Michelle A. Alexander
2. Approval of the February 13, 2015 Minutes – Exhibit 1 Committee
3. Remarks Dr. Dusty Johnston
4. Social Media Practices and Guidelines Draft 1 – Exhibit 2 Christie Lehman
5. Recruiting Update – Exhibits 3 and 4 LeAnn Scharbrough
6. 2015-2016 Scholarship Update Ms. Alexander
7. Task Force Recommendations Updates/Reports

Smart Catalog/Handbook Demonstration – Spring 2015 – **On Hold** Ms. Alexander

Recruiting activities focusing on Non-Traditional Students and Service Area High School Relationships Mrs. Scharbrough
8. Marketing/Recruiting Plans for 2014-2015 Ms. Alexander/Committee

GenTX – May 1, 2015 (CCC)
Area IV FFA Convention – May 8, 2015 (Vernon Campus)
VCAP – August 2015
9. Old Business
10. New Business
11. Future Meeting Dates

Friday, April 17, 2015 8:30 a.m. Rooms 712/204
Friday, May 8, 2015 **Electronic**
12. Adjournment