

Integrated Marketing/Recruiting Committee

Agenda

Friday, February 13, 2015
Rooms 712/204

1. Welcome Michelle A. Alexander
2. Approval of the November 14, 2014 Minutes – Exhibit 1 Committee
3. Remarks Dr. Dusty Johnston
4. Veterans Subcommittee Proposals – Exhibit 2 Greg Fowler
5. Veterans Data Betsy Harkey
 - Compiling 2 years of Veterans data questions:
 - Is Veterans status student reported or does it go through Veterans Services (Debbie Alexander)?
 - Current data pulls from Poise fields: Military and Veterans
 - Are there any other fields needed?
6. Social Media Practices and Guidelines Subcommittee Jason Scheller
7. Recruiting Update – Exhibits 3 and 4 LeAnn Scharbrough
8. Early College Start Update - Exhibit 5 Melissa Moore
9. “Stay the Course” White Paper by Dr. Johnston – Exhibit 6 Ms. Alexander
10. Student Success Update Brandi Brannon
11. Task Force Recommendations Updates/Reports Ms. Alexander
 - Smart Catalog/Handbook Demonstration – Spring 2015
12. Marketing/Recruiting Plans for 2014-2015 Ms. Alexander/Committee
 - Career Pathways (formerly Search My Future) – March 26, 2015 (CCC) -- Tentative
 - GenTX – May 2, 2015 (CCC)
 - Area IV FFA Convention – May 15, 2015 (Vernon Campus)
 - VCAP – August 2015
13. New Business
14. Future Meeting Dates
 - Friday, March 13, 2015 8:30 a.m. Rooms 712/204
 - Friday, April 17, 2015 8:30 a.m. Rooms 712/204
 - Friday, May 8, 2015 **Electronic**
15. Adjournment