

Integrated Marketing/Recruiting Committee

Agenda

Friday, January 24, 2014

1. Welcome Michelle A. Alexander
2. Remarks Dr. Dusty R. Johnston
3. Approval of the November 15, 2013 Minute – Exhibit 1 Committee
4. Task Force Recommendations Updates/Reports
 - a. Fall Recruiting Report -- Exhibit 2 and 2A Brandi Brannon/Jessica Bennett
 - b. Fall Financial Aid President's Letters Report – Exhibit 3 Ms. Alexander
 - c. Café Con Leche Dr. Johnston
 - d. Girls/Guys Night Out – April 15 Ms. Alexander
 - e. Group Tours of Vernon College Campuses and Tour volunteers, presenters, etc. – process – Exhibit 4 LeAnn Scharbrough
 - f. GenTX Day – May 2 Ms. Scharbrough/
Ms. Bennett
 - g. Website process Ms. Alexander
 - h. Social Media Policy Ms. Alexander
5. New Business
6. Future Meeting Dates

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|---------------------------|-----------|---------------|
| Friday, February 14, 2014 | 8:30 a.m. | Rooms 712/204 |
| Friday, March 14, 2014 | 8:30 a.m. | Rooms 712/204 |
| Friday, April 25, 2014 | 8:30 a.m. | Rooms 712/204 |