

Integrated Marketing/Recruiting Committee

Agenda

Friday, October 11, 2013

1. Welcome Michelle A. Alexander
2. Remarks Dr. Dusty R. Johnston
3. Approval of the September 13, 2013 Minutes Committee
4. Student Success by the Numbers “Connection and Entry” Responsibilities Betsy Harkey
5. Task Force Recommendations Updates/Reports
 - a. Business Cards/Letterhead/Envelopes – Exhibit 1 Christie Lehman
 - b. Give Away Items LeAnn Scharbrough/
Christie Lehman
 - c. GenTX Day Brandi Brannon/Jessica Bennett/
LeAnn Scharbrough
 - d. Group Tours of Vernon College Campuses and
Tour volunteers, presenters, etc. – Discussion
and Exhibit 2 Michelle A. Alexander
 - e. Wake Up Wichita Falls LeAnn Scharbrough
 - f. Master Calendar of Marketing/Recruiting activities Michelle A. Alexander
 - g. Sophomore Roundup – Exhibit 3 Jessica Bennett/Michelle Wood
 - h. Vernon High School College Fair Brandi Brannon
 - j. College Connections Scholarship Program Michelle A. Alexander
 - k. STARS Michelle A. Alexander
 - l. Facebook/Twitter Christie Lehman
6. New Business
7. Future Meeting Dates

Friday, November 15, 2013 8:30 a.m. Rooms 204/712 -- **Electronic**
Friday, December 6, 2013 8:30 a.m. Rooms 204/712