

# **Integrated Marketing/Recruiting Committee**

## **Minutes – October 11, 2013**

**Members Present:** Michelle A. Alexander, Committee Chair; Jessica Bennett; Brandi Brannon; Betsy Harkey; Kristin Harris; Dr. Dusty Johnston; Christie Lehman; Deana Lehman; Shana Munson; Joseph Porciuncula; LeAnn Scharbrough; Jason Scheller; Maria Servin; Michelle Wood

**Members Absent:** Lyndon Burham; Melissa Elliott; Greg Fowler; John Hardin, III; Mike Hopper; Megan Ochoa

### **1. Call Meeting to Order**

Michelle A. Alexander called the meeting to order at 8:30 a.m.

### **2. Remarks**

Dr. Dusty Johnston mentioned that there are plenty of things that need organization and oversight. He appreciates the group working on these tasks.

### **3. Approval of the September 13, 2013 Minutes**

**Action:** Shana Munson moved approval; seconded by Betsy Harkey. The motion carried unanimously.

### **4. Student Success by the Numbers “Connection and Entry” Responsibilities**

Michelle Alexander has posted the Framework for Completion by Design for Understanding Student Experience Document. Betsy Harkey stated that this committee will help the Student Success by the Numbers Committee with oversight and will follow this framework. Betsy asked that the committee look it over and ask her any questions that may arise.

### **5. Task Force Recommendations Updates/Reports**

**A. Business Cards/Letterhead/Envelopes – Exhibit 1** – The new letterhead was presented. Christie Lehman reported that all locations are included on the masthead. A line is provided within the masthead and the envelope’s address to include your department’s name. The letterhead will be provided in both reflex blue and black. The new letterhead and envelopes will roll out at the beginning of 2014. There will also be an electronic copy available through the shared drive. However, if a department wants printed letterhead on a higher quality paper, contact Christie Lehman to order. Business cards are also ordered through Christie. There will be a “search and destroy method” for all old stationary. Michelle Wood asked that all old stationary be recycled.

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- B. Give Away Items** – LeAnn Scharbrough and Christie reported that several items have already been ordered using shared budgets. Early College Start and Instructional Services provided funds to help in the ordering process. Institutional Advancement is receiving a multitude of requests for giveaway items to use at various activities and events. Items are available on both the Vernon Campus and at Century City Center. An excel spreadsheet of the items and distribution is being kept by IA to know how to order in the future. Please give Institutional Advancement at least a few days' notice or as much as possible when requesting items.
- C. Gen TX Day** - Brandi Brannon, Jessica Bennett, and LeAnn Scharbrough reported that this one day event will be held at the Century City Center on Friday, May 2, 2014. The event will be set up with booths showing all that Vernon College has to offer and will have a carnival feel to create a fun experience. A proposed budget for the event is being presented to Dr. Johnston. Gen TX, a grant funded program at Region 9, is still waiting to see if their program will be funded this year which in turn, will deem what other funds will be necessary to host the event. Jessica Bennett will be meeting with a representative of the THECB and Kathy Harvey to discuss how Gen TX is being used in our area. All employees will be needed this day to help with the event.
- D. Group Tours of Vernon College Campuses and Tour volunteers, presenters, etc. – Discussion and Exhibit 2** – Michelle Alexander discussed that a recommendation was made when this group was a task force to find a logical coordinating department for group tours and events. Institutional Advancement has been assigned to coordinate all requests for tours and events. However, this does not mean that IA is the sole arranger of every tour when the nature of the tour request should be the responsibility of another College department. In that case, IA will work with that department in a support capacity. A discussion document establishing a process for tours, volunteers, presenters, etc. has been drafted by a subcommittee and is posted in Blackboard. Michelle encouraged the committee to read the draft and to send any questions, suggestions and comments by the end of the month. Input is needed. The process document will be voted upon by the Committee at the November meeting.
- E. Wake Up Wichita Falls** – LeAnn talked to Yvonne at the Chamber of Commerce. Vernon College will not be able to host Wake Up Wichita Falls until 2015 according to the policy they have in place unless there is a cancelation in which event, they may ask us to host before 2015.
- F. Master Calendar of Marketing/Recruiting activities** – Michelle Alexander asked that the committee start sending all dates of activities, events, etc. to her to add to a master activity calendar. This calendar will alleviate scheduling conflicts and create awareness of the activities going on throughout the College and departments. A list of volunteers is being created and these volunteers will attend professional development to provide training on helping with tour groups. The calendar will allow an

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opportunity to make sure enough volunteers are in place and enough giveaway items are available.

**G. Sophomore Roundup – Exhibit 3** – Sophomore Roundup will be held on November 1<sup>st</sup> at Skills Training Center and on November 15<sup>th</sup> at Century City Center. Jessica and Michelle Wood took over the event last year after the Tech Prep Program ceased. Vernon College will partner with Gen TX this year for this event and it will be called “Rock Your Future at Sophomore Roundup”. Over 300 participants are expected between the two dates. The event will need everyone’s help. Tours will be given on a rotation schedule that will be provided to assist group leaders.

**H. Vernon High School College Fair** – Brandi reported that the fair will be held Friday, November 8<sup>th</sup>. Juniors and Seniors from area schools have been invited. Brandi also mentioned that the WFISD College Night will be held November 7<sup>th</sup> from 6-7:30 pm at Region 9. This fair invites freshmen, sophomores, juniors, and seniors from area schools to attend. Anyone from the College is welcome to attend.

**I. College Connections Scholarship Program** – Area ISD’s are encouraged to raise as much as \$5,000 toward a dual credit scholarship for their high school students per year. The Vernon College Foundation matches the funds raised on a 2:1 basis. This August, Throckmorton ISD joined the initiative. The other schools currently participating are Iowa Park, Archer City, and Wichita Falls ISD. Michelle Alexander and Jessica are visiting with Windthorst and Haskell to get them involved as well.

**J. STARS** – Michelle Alexander reported the letter to send out to students for STARS is in progress. STARS will open within the next two weeks and will be publicized every way possible.

**K. Facebook/Twitter** – Christie reminded the committee to send events, dates, deadlines, and pictures to her to put on Facebook and Twitter.

**6. New Business** – Race for the Cure will be held tomorrow and starts at the MPEC. Vernon College won the largest College Team with 33 participants; 70 employees/students bought the Race for the Cure T-shirt.

Empty Bowls will take place this year on October 15<sup>th</sup>. The Culinary Academy is again participating in the event and won Texoma’s Favorite Prize last year.

The Fitness Center is currently working on a 5k run in January to benefit the Food Bank.

Each year an employee participates in the upcoming Leadership Wichita Falls class. If you know of anyone interested in participating and representing Vernon College, please let LeAnn Scharbrough know by October 18<sup>th</sup>.

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#### **7. Future Meeting Dates**

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

#### **8. Adjourned**

9:15 a.m.

Jessica Bennett moved to adjourn; seconded by Jason Scheller. The motion carried unanimously.