

Integrated Marketing/Recruiting Committee

Minutes – April 17, 2015

The Vernon College Integrated Marketing/Recruiting Committee held its meeting on Friday April 17, 2015 in rooms 712 CCC and 204 VC.

Members Present: Michelle A. Alexander, Chair; Melissa Moore, Donna Egoavil, Kristin Harris, Brandi Brannon, Greg Fowler, Sjhonton Fanner, Holly Scheller, Jason Scheller, Criquett Lehman, Betsy Harkey, Debbie Alexander, LeAnn Scharbrough, Michael Hopper, Deana Lehman, John Hardin III, Christina Feldman, Melissa Elliott, Amanda Raines, Christie Lehman, Lyndon Burnham, Shana Drury

Members Absent: Dr. Dusty Johnston, Michael Scott, Julie Lama

1. Call Meeting to Order

Michelle A. Alexander called the meeting to order at 8:31 a.m.

2. Approval of February 13, 2015 Minutes

Betsy Harkey corrected the minutes from February stating there are two fields in Poise with the ability to record if a student is or has been a member of the military. The fields are labeled “Military” and “Veteran.”

GenTX will be held May 1 not May 2.

Action: Jason Scheller moved approval of the minutes as amended; seconded by Amanda Raines. Motion passed unanimously.

3. Remarks

Dr. Johnston was absent, no remarks were given.

4. Social Media Practices and Guidelines

Christie Lehman presented a draft of the proposed Social Media Practices and Guidelines for the Committee’s review. She requested that all changes, if any, be sent to her by April 24.

5. Recruiting Update

LeAnn Scharbrough reported:

- a. Since the beginning of the fall 2014 semester, she has had hard contact with 2,898 potential students as of March 31, 2015.

- b. LeAnn and Melissa Moore mailed 208 letters to the homes of current Dual Credit students. This letter informed students and parents that because the student is already enrolled at the College through the Dual Credit program, there are fewer steps required to continue their education here after graduation from high school.
- c. 1,500 senior postcards were mailed with no returns.
- d. GenTX has a tentative headcount of 300 juniors, seniors, and counselors. This is up from 189 in 2014. The event will be held in the front parking lot of Century City Center, Friday, May 1 from 10:00am-11:30am, with lunch provided. Three scholarships to Vernon College will be available as prizes in the drawings held at the end of the event.
- e. Of the 189 students who participated in GenTX 2014, 48% enrolled in Vernon College for the 2014-2015 Academic Year.

6. 2015-2016 Scholarship Update

Michelle A. Alexander reported that 800 scholarship applications were submitted through the College's STARS on-line scholarship application process. Of those submitted, 587 are complete. These applications are currently being reviewed and scholarships offered by the Vernon College Scholarship Committee.

7. Taskforce Recommendations Updates/Reports

Ms. Alexander updated the status of the Taskforce recommendations:

- a. Smart Catalog has been put on hold.
- b. Events may be moved around in order to make them more effective. For example Sophomore Roundup may move to the spring.
- c. A survey is being sent to Service Area High School counselors to ensure we are providing them with the right information and events for their students as well as to further solidify relationships with our service area schools.
- d. With the ending of the Girls/Guys Night Out event, the Committee must develop a new Non-Traditional Student recruiting event. A sub-committee was formed consisting of: Chair: Amanda Raines, and members: Greg Fowler, Christina Feldman, Donna Egoavil, Holly Scheller, Christie Lehman, Jason Scheller, John Hardin, Betsy Harkey, Debbie Alexander, Melissa Elliott, Shana Drury, Sjhonton Fanner, Melissa Moore and LeAnn Scharbrough.
- e. LeAnn Scharbrough will chair a subcommittee researching the best way to reach our area high school population. Based upon that research, the subcommittee

will develop a proposal to present to the entire Integrated Marketing/Recruiting Committee. Subcommittee volunteers include: Holly Scheller, Amanda Raines, Jason Scheller, Christina Feldman, Christie Lehman, Betsy Harkey, Debbie Alexander, Melissa Moore, Shana Drury, Sjhonton Fanner and Melissa Elliott.

8. Upcoming Marketing/Recruiting Events

GenTX – May 1, 2015 CCC

Area IV FFA Convention – May 15, 2015 Vernon Campus

VCAP – August 2015 CCC

9. Old Business

None

10. New Business

- a. Debbie Alexander has been moving forward with the College Credit for Heroes Program. She is reaching out to leadership in the movement to learn how Vernon College can set up a program. She has also teamed up with LeAnn Scharbrough to work on hosting a Military event at Century City Center in fall 2016.
- b. Amanda Raines, Joe Hite and Melissa Elliott have identified 550 students that completed the FAFSA, had their information sent to Vernon College but have not applied for admission. Amanda is contacting this population to encourage their enrollment in the College.
- c. Michael Hopper announced that the Texas Department of Criminal Justice will host a recruiting expo at Century City Center May 2. All Divisions will be represented.

11. Future Meeting Dates

Friday, May 8th, 2015 Electronic

12. Adjournment

Action: Mike Hooper moved to adjourn, seconded by Greg Fowler. The motion passed unanimously. The meeting adjourned at 9:07am.