

Integrated Marketing/Recruiting Committee

Minutes – February 13, 2015

Members Present: Michelle A. Alexander, Dr. Dusty Johnston, Melissa Moore, Donna Egoavil, Kristin Harris, Brandi Brannon, Greg Fowler, Sjhonton Fanner, Holly Scheller, Jason Scheller, Criquett Lehman, Betsy Harkey, Julie Lama, Debbie Alexander, LeAnn Scharbrough, Michael Hopper, Deana Lehman.

Members Absent: John B. Hardin III, Christina Feldman, Melissa Elliott, Amanda Raines, Michael Scott, Christie Lehman, Lyndon Burnham, Shana Munson

1. Call Meeting to Order

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

2. Approval of November 14th 2014 Minutes

Action: Greg Fowler made a motion to approve; seconded by Jason Scheller. Motion passed unanimously.

3. Veterans Sub Committee Report

Greg Fowler reported the Veteran Sub Committee has six recommendations

- Put systems in place through Poise to more accurately track active military and veterans and use the results to improve their recruitment and retention. It may be necessary to add a box in Poise to check if the student is military. Currently the College is not tracking active military and veterans at all.
- Initiate a task force to explore the “College Credit for Heroes” or other like program to give active military and veterans’ college credit for like training obtained during their service. Most of this credit is workforce related. We currently do not offer any of this type of credit to veterans or active military.
- Recognizing that active military and veterans have special needs when enrolling and attending college, investigate the potential for a new position as funding allows or additional duties assigned to a current position to help guide active military and veterans through the process.
- Provide activities at the College that are directed toward active military and veterans especially in conjunction with Veterans Day and other military holidays.
- Provide an NSO and/or Chaps Express directed at active military and veterans with all departments represented to help them through the process.
- Explore the idea of combining tuition and fees in our catalog in order for the military to pay 100%. Currently the military pays tuition only, not fees for active military.

4. Veterans Data

If the student is not getting military benefits there is no way to track if they are military. The tracking of military only happens on the financial aid side. In Poise a field needs to be added to indicate if the student is a veteran.

5. Social Media Practices and Guidelines

The committee has met and are currently researching other policies and guidelines which will fit best for Vernon College. A proposal will be ready for the Committee's review by the April 17 meeting. Please email any suggestions to Christie Lehman.

6. Recruiting Update

- LeAnn Scharbrough reported the following:
- Direct contact (handed a brochure, talked with them one on one) with 2,325 potential students since fall 2014.
- With assistance from Amanda Raines, working with Poise on the recruiting module which will track the conversion from prospect to applicant. Students will be added to this recruiting module beginning in the Spring semester. This module can also be used to track events such as GenTX day, to show how many prospects that attended and subsequently enrolled as a student.
- Fall 2014 Email Blast went to 1,278 people with a total of 2,083 emails (due to alternate emails). The analysis of the email, details how many times it was viewed or opened.
- Spring emails were sent to 1,476 potential students with 2,277 email addresses. A post card was also sent to an additional 1,486 prospective students.
- The latest post card mail out is directed at high school seniors. Working with our service area schools, we were able to mail out 1,506 post cards just to the senior population.
- There will be a summer email, summer/fall email and a fall email and post card that will conclude the advertising/recruiting pieces for the year.
- Melissa Moore is working with LeAnn on an email for GenTX day. This year both seniors and juniors will be invited on May 2 from 10 a.m.-11:30 a.m. Region 9 will provide their "Reality Check" program. There will also be a best booth contest during the event and the high school students will be the judges.
- In addition to working with Café con Leche LeAnn is beginning outreach efforts to the African American Coalition and Veterans.

7. Early College Start

- Melissa Moore provided the following update:
- 454 Dual Credit students enrolled in Fall 2014 and 427 students enrolled in Spring 2015.

- In 2014 Sophomore Round-Up was held at Century City Center and Skills Training Center. There were nine (9) schools represented with a total of 274 students.
- Melissa and LeAnn visited 37 high school counselors before the end of the Fall 2014 semester.
- She has been attending Café Con Leche evenings representing Vernon College.
- Working with LeAnn to plan the GenTX day and future Sophomore Round-Up dates.
- There were 100 Catching the Future Scholarships awarded in the Fall. Fourteen (14) Archer City HS students received Archer City ISD-Vernon College College Connections Scholarships and 18 Throckmorton HS student received Throckmorton ISD/-Vernon College College Connections Scholarships.

8. “Stay the Course” White Paper and President’s Comments

Dr. Johnston discussed the following:

- The White Paper serves as the road map for the direction the College is headed in.
- He will be meeting with City View this month and discussing their Dual Credit Program.
- In March, the Board of Trustees will set tuition and fees and part of that motion will be to reduce Dual Credit tuition. Once this is approved by the Trustees, Dr. Johnston will personally contact the principals and superintendents about the lower tuition price.
- Although the College cannot slow down on the recruitment of traditional students, it is also important to recruit nontraditional (25-50 years of age) students.
- Dr. Johnston will focusing on the implementation of Alternative Credit such as Military credit, CLEP credit as well as other types of credit to accelerate students to their degrees.

9. Student Success Update

Brandi Brannon reported on the fall activities.

- Three Chaps Express sessions were presented in the fall for new students, Five Chaps Express sessions were held in the Spring for students on academic probation.
- Brandi met with 83 students for one or more academic coaching sessions in the fall. Students that met with Brandi were either on academic probation, enrolled in both developmental classes, on early alert and/or on academic suspension.
- Surveys were given to all the students who attended these coaching sessions and 28 responses were returned. 80% of the responses showed that meeting with a coach face to face was helpful; 90% of the respondents reported that they had a

better understanding what it takes to be successful; 100% would recommend these sessions to a student that is struggling.

10. Task Force Recommendations

As the Committee works through the recommendations, Michelle exploring the possibility of a Smart Catalog/Handbook Demonstration this Spring.

11. Marketing and Recruiting dates

Career Pathways (former Search My Future) – cancelled
GenTX – May 2, 2015 CCC
Area IV FFA Convention – May 15, 2015 Vernon Campus
Police Academy Graduation – May 21, 2014 6p.m. CCC
VCAP – August 2015

12. New Business

None

13. Future Meetings Date

Friday, March 13, 2015 8:30a.m. Rooms 712/204
Friday, April 17, 2015 8:30a.m. Rooms 712/204
Friday, May 8, 2015 Electronic

14. Adjournment

Action: Mike Hooper moved adjournment, seconded by Greg Fowler. The motion passed unanimously. The meeting adjourned at 9:31a. m.