

Integrated Marketing/Recruiting Committee

Minutes- February 3, 2017

The Vernon College Integrated Marketing and Recruiting Committee held its monthly meeting on Friday February 3, 2017 in room 712 CCC/204 VC.

Members Present: Michelle A. Alexander, Co-Chair; Amanda Rains, Co-Chair, Debbie Alexander, Dr. Justin Blackwell, Shana Drury, Melissa Elliott, Christina Feldman, Greg Fowler, Betsy Harkey, Ivy Harris, Kristin Harris, Mike Hopper, Dr. Donnie Kirk, Julie Lama, Criquet Lehman, Melissa Moore, Holly Scheller, Jason Scheller, Callee Serrano, Teresa Wallace, Rachel White.

Members Absent: Dr. Dusty Johnston, Sjhonton Fanner, Deana Lehman, Dean Jim Nordone.

1. Call Meeting to Order

Amanda Raines called the meeting to order at 8:02 a.m.

2. Approval of October 14, 2016 minutes

Action: Greg Fowler moved approval; seconded by Jason Scheller. The motion passed unanimously.

3. Dr. Johnston Remarks

Dr. Johnston was unable to be present to make remarks.

4. Activities Review/Update

- Rachel White presented an overview of recruiting activities since September 1, 2006.
 - More than 300 people have toured Vernon College (all locations) since September 1, 2016
 - Preview Day (Vernon campus) hosted 270 high school seniors on October 26, 2016
 - Springfest (Century City Center) is Friday, April 7 and we are expecting more than 200 juniors and seniors at that event
- Melissa Moore reported on the Early College Start Program. Dual credit hours for Fall 2016 were 606. In November, a total of 453 students participated in Sophomore Round Up: 295 students visited Century City Center representing 8 schools, and 158 students visited Skills Training Center representing 6 schools. In 2015, a total of 387 students participated representing 10 schools. The Vernon College Foundation approved a new Catching the Future Scholarship Grant for the 2017-2018 Academic Year. Additionally the Foundation increased the grant award from \$20,000 to \$25,000. There are 7 schools participating in the College

Connections Dual Credit Scholarship Program. For the Fall 2016 semester approximately 194 scholarships were awarded. The final numbers will be available later in the Spring semester. This fall 9 United Supermarkets Dual Credit Scholarships were awarded to students in 3 schools.

- Criquett Lehman presented the QEP logo contest the winners: 1st place and 2nd place awards were given to Ivy Harris and 3rd place was awarded to Mindy Flynn.
- Betsy Harkey reminded the Committee that it is important to make sure all advertising and recruiting messages are consistent and meet the mission of the College. This includes all media advertising, branded items, printed recruiting materials, etc.
- Holly Scheller presented a visual of all of the TV commercials Vernon College ran during the fall. The College is trying to highlight our Alumni to show the success a student can have after Vernon College. Stephanie Robles and Dr. Scott Hamilton were the first two commercials produced. Enrollment is also a major focus, a heavy campaign was run to push people toward fall and spring enrollments. Lastly to prove our value to the community we serve we ran an Image Ad, that explains the mission of the College, this history and our programs.

5. New Business

- Amanda Raines presented Automotive Technology's request for a Program T-Shirt, including logo designs.

Action: The logo and t-shirt was approved unanimously.

- Ivy Harris suggested that a subcommittee be formed to review and approve branded item requests from Departments and that the subcommittee create a working document of fall logos that have been approved and keep an up-to-date a book of approved logos. The subcommittee can report to the Integrated Marketing/Recruiting Committee on all approved or denied requests. Amanda and Michelle will outline the scope and IMR Committee members to serve.

Action: Greg Fowler moved approval; seconded by Jason Scheller. The motion passed unanimously.

- Michelle A. Alexander discussed the Home and Garden Festival and the 2017 theme -- sustainability. Vernon College has a double booth this year, and the USDA grant will have a farmer's market in rooms 8 and 9. The farmer's market will have activities for the children as well as a rest area. Volunteers are need for Saturday, February 25 and Sunday, February 26. The shifts will be in two hour increments. All volunteers will receive a free ticket for the Home and Garden Festival, and two hours of professional development. Vernon College will be

giving away a \$1,000 scholarship at the booth. Vernon College has also given the Arts Council a \$500 scholarship to give away.

- Debbie Alexander reminded the committee Café Con Leche will have a financial aid training on Saturday February 4, 2017 from 10 a.m. to 1 p.m.

6. Future Meetings

Thursday, March 24, 2017 – Room 712/204

7. Adjournment at 8:31 a.m.