

**Integrated Marketing/Recruiting Committee
Minutes – April 25, 2014**

Members Present: Michelle A. Alexander, Chair; Debbie Alexander; Jessica Bennett; Brandi Brannon; Donna Egoavil; Greg Fowler; John Hardin, III; Kristin Harris; Mike Hopper; Dr. Dusty Johnston; Christie Lehman; Criquett Lehman; Deana Lehman; Shana Munson; Amanda Raines; LeAnn Scharbrough; Jason Scheller; Michelle Wood

Members Absent: Lyndon Burnham; Melissa Elliott; Betsy Harkey; Megan Ochoa; Maria Servin.

1. Call Meeting to Order

Michelle A. Alexander called the meeting to order at 8:32 a.m.

2. Remarks

Dr. Dusty Johnston again extended his appreciation to the committee and the continuing work on the Task Force recommendations. As part of the recommendations, the decision was made that there is no line between marketing and recruiting. Therefore the position of Student Success Specialist will be implemented soon to help provide more opportunities for recruiting/marketing to benefit students. The College is going upstream in regards to enrollment. At one time, Vernon College had an enrollment of 3,200 students. The College is down 200 students which equates to approximately \$300,000 that is not coming in because of this decline. While enrollment decreases, the budget increases. Additionally, in our area, each county is losing population except Clay County. This is one obstacle the College will have to overcome trying to increase enrollment. There new opportunities to look at and a lot of fun ahead of us in the upcoming year.

3. Approval of the February 14, 2014 Minutes

Action: Shana Munson moved approval; seconded by Jason Scheller. The motion carried unanimously.

4. Approval of Marketing Firm for 2014-2015

Christie Lehman presented of the three companies that were used on the last three projects within the Office of Institutional Advancement. The recommendation for a marketing firm for the 2014-2015 school year from the subcommittee after the completion of those three projects was Crane/West. Shana Munson and LeAnn Scharbrough also worked with the companies and supported the recommendation.

Action: John Hardin moved approval; seconded by Greg Fowler. The motion carried unanimously.

Integrated Marketing/Recruiting Committee Minutes – April 25, 2014

5. SENSE Results

Criquett Lehman was invited to the meeting to discuss the results of the SENSE Survey. This data is used by many departments to measure our students' perceptions and experiences at the College. All employees are encourage to look at the data that pertains to their department and position.

6. Career Coach Updates

Brandi Brannon presented an overview of Career Coach and discussed recent changes and updates.

- New logo will be added to the College website and along with other forms of media.
- New widgets that can be featured on the website to feature more jobs and to access the information easier.
- A function has been added to integrate a Twitter feed.
- Customized filtered searches
- A new career assessment with 60 questions is now available, which is a good tool for students to use to help them decide what field to study.
- Free resume builder
- Can imbed videos

7. Task Force Recommendations Updates/Reports

A. Café Con Leche/Hispanic Summit

Café Con Leche is an initiative resulting from a grant written by WFISD focused on increasing the Hispanic enrollment in college. This is a collaborative effort between Wichita Falls ISD, Midwestern State University, Vernon College, and two Hispanic organizations – Zavala and the Coalition for Hispanic Education. The programs are aimed at encouraging more Hispanics to go to college and the value of a college education. Dr. Johnston stated that Vernon College must recognize that this population continues to grow in our service area and increase recruiting efforts.

B. Search My Future – April 15

In 2013, there were two events under the titles: “Guys Night Out” and “Girls Night Out.” This year the two nights were combined into one showcase event for our Career and Technical Education Programs. Support services were also made available. The event was very positive for those in attendance and all were very excited that two \$500 Vernon College scholarships were given away. A letter will be sent to the attendees to follow up and encourage them to attend college. Also, each

Integrated Marketing/Recruiting Committee Minutes – April 25, 2014

instructor will receive a list of students that expressed interest in their program.

C. GenTX – May 2

GenTX is a statewide initiative to promote a college-going culture in your community. An event will be held at the Century City Center on Friday, May 2nd outside in the back parking lot. LeAnn Scharbrough reported that 13 high schools with approximately 260 students are expected. This provides an opportunity for high school seniors and high school staff to visit with program coordinators, academic faculty, and support services staff to: learn about academic/transfer options, to take a tour, finalize their Vernon College admission, and have fun. The event will conclude around 11 a.m. with lunch.

D. Letterhead and Business Cards

Christie Lehman reported that all deans have the appropriate letterhead and have been asked to distribute them to their employees. Please remember to update your business cards to the standard format. All updated information must be sent to Christie along with your budget number. She will handle the ordering. If a department needs letterhead printed, send those requests to Christie as well.

8. New Business

Michelle Alexander reported the following information:

- 88 second graders visited from Fowler Elementary. Katrina, Robyn, Jeff, and the Surgical Technology Student Association did a great job helping with the students and conducted a “Monkey clinic.”
- 20 sixth grade students will be visiting on May 1st with the Café Con Leche initiative
- Approximately 70 fifth grade students from Holliday will be touring one day in May

Phi Theta Kappa:

- Jason Scheller informed the Committee that all 27 eligible students from Iowa Park signed up which brought the Vernon College chapter member count to 46

Jessica Bennett reported that:

- 27 spring presentations were given with 772 people in attendance

9. Future Meeting Dates

Summer dates TBA as needed. Subcommittees will meet during the summer.

**Integrated Marketing/Recruiting Committee
Minutes – April 25, 2014**

10. Adjournment

John Hardin moved to adjourn; seconded by Jason Scheller. The motion carried unanimously. The meeting adjourned at 9:45 a.m.