

**Integrated Marketing/Recruiting Committee
Minutes – February 14, 2014**

Members Present: Michelle A. Alexander, Committee Chair; Debbie Alexander; Jessica Bennett; Lyndon Burham; Melissa Elliott; Greg Fowler; John Hardin, III; Betsy Harkey; Mike Hopper; Deana Lehman; Shana Munson; Amanda Raines; LeAnn Scharbrough; Jason Scheller; Michelle Wood

Members Absent: Brandi Brannon; Kristin Harris; Dr. Dusty Johnston; Christie Lehman; Megan Ochoa; Maria Servin.

1. Call Meeting to Order

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

2. Remarks

Dr. Dusty Johnston was not in attendance. No remarks were made.

3. Approval of the January 24, 2014 Minutes

Action: Jason Scheller moved approval; seconded by Debbie Alexander. The motion carried unanimously.

4. Task Force Recommendations Updates/Reports

A. Café Con Leche

Café Con Leche is an initiative resulting from a grant written by WFISD focused on increasing the Hispanic college going rate. This is a collaborative effort by Wichita Falls ISD, Midwestern State University, Vernon College, and two Hispanic organizations. Representatives of Vernon College attended the last two events, one at Midwestern State University and the other at Wichita Falls High School. The programs are aimed at encouraging more Hispanics to go to college and the value of a college education. Approximately 150 to 175 families attended the events. Vernon College will be hosting the next event on February 18th at the Century City Center. The English program will begin at 6 p.m. and the Spanish program will begin at 7:10 p.m. Jennifer Brumley, Jason Scheller, Bettye Hutchins, Daniel Lowe, Mike Hopper, and LeAnn Scharbrough have volunteered to lead tours that will be given throughout the evening. Departments including Admissions, Early College Start, Financial Aid, Student Services, Continuing Education, and Career and Technical Programs will have at least one representative to answer questions. Refreshments will also be available throughout the evening.

B. Girls/Guys Night Out – April 15

Last year two events were planned to showcase our Career and Technical and the longer Continuing Education programs. This year the two nights

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will be combined into one. Beginning this year, the project will be coordinated by the IM/R Committee. Michelle Alexander has spoken with Teresa Wallace about providing childcare as this could be a barrier to people attending. Funds are available from the Perkins grant to advertise and target specific groups as well as promoting through Café Con Leche and the Martin Luther King Center. The event will be held in the East Lobby at the Century City Center and will begin at 6 p.m. Every department and Career and Technical program has been asked to participate. The Skills Training Center programs will also be available this evening. Guides are asked to volunteer to help with registration, etc.

C. STARS Schools Visits

LeAnn Scharbrough reported on the presentations being conducted at various area high schools about the STARS application. This year, an email was sent out to all counselors and high school contacts offering to visit their school to help their students fill out the scholarship application. The high schools participating this year are: Vernon High School, Northside High School, Seymour High School, Iowa Park High School, Olney High School and Electra High School. This also provides an opportunity to visit with those students about Vernon College and our programs.

5. New Business

Phi Theta Kappa:

- Currently, there are five paid new members.
- Vernon College is the first and only school in this region to actually recruit dual credit high school students. Jason Scheller will present the success of dual credit high school students in Phi Theta Kappa to the coordinator in Dallas.
- The criteria for a student to become a member of Phi Theta Kappa is to have 12 college hours and to maintain a 3.5 GPA.
- Induction ceremony will be held on April 10th at 7 p.m. at the Skills Training Center
- Jason Scheller will visit with five potential Archer City High School seniors and is estimating 10-15 new members by the end of next week.

Jessica Bennett reported the following information:

- Spring presentations will begin the last week of February.

Amanda Raines reported the following information:

- Vernon College will no longer have the \$10 application fee. A new \$50 application fee for international students will be installed.

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Minutes – February 14, 2014**

Michelle Wood reported the following information:

- Vernon College has a new partnership with Women's Faith Refuge and the academy they have started to encourage the women there to get back into school. The Continuing Education department will be part of the academy in discussing Vernon College and the options we have here. The Continuing Education department is also looking at expanding those efforts to allow some CE credit for their participation in the academy.

Debbie Alexander reported the following information:

- Honor cords will be given to servicemen graduating whether they are active duty or a veteran. They are also looking at hosting a reception for these graduates. More information to come.

6. Future Meeting Dates

Friday, April 25, 2014 8:30 a.m. Rooms 204/712

7. Adjourned

8:53 a.m.

Greg Fowler moved to adjourn; seconded by Betsy Harkey. The motion carried unanimously.