

Integrated Marketing/Recruiting Committee

Minutes – January 22, 2016

The Vernon College Integrated Marketing and Recruiting Committee held its meeting on Friday January 22, 2016 in rooms 712 Century City Center/204 Vernon campus

Members Present: Michelle A. Alexander, Chair; Amanda Raines, Co-Chair; Dr. Dusty Johnston, President; Debbie Alexander, Donna Egoavil, Melissa Elliott, Greg Fowler, Clara Gregory, Betsy Harkey, Michael Hopper, Deana Lehman, LeAnn Scharbrough, Holly Scheller, Jason Scheller

Members Absent: Brandi Brannon, Lyndon Burnham, Shana Drury, Sjhonton Fanner, Christina Feldman, Kristin Harris, Dr. Donnie Kirk, Julie Lama, Criquett Lehman, Melissa Moore, Jim Nordone, Michael Scott, Teresa Wallace

1. Call Meeting to Order

Michelle A. Alexander called the meeting to order at 8:00 a.m.

2. Approval of September 11, 2015 Minutes

Action: Melissa Elliott moved approval; seconded by Greg Fowler. The motion passed unanimously.

3. President's Remarks

Dr. Johnston discussed the following:

- Vernon College Enrollment is following a state and national trend of decline.
- The Recruiting Position is now housed in Admissions and Records.

4. Activities Update

Debbie Alexander reported:

- Walk for Warriors was a successful event for Vernon College. This year \$1,900 was raised for VCAP. We will have another walk/flag sale event next year.
- College Credit for Heroes is moving forward. Debbie and Shana Drury are researching good ways in which to implement the program.
- Texas Veterans Commission has approved veteran students to use their benefits for Police Academy.

Betsy Harkey reported:

- SACS COC 10 year Compliance Certification, giving the committee the updates and timelines for the 10 year report. Which includes making sure the Integrated Marketing Committee has all it's written and approved policy and procedures. In terms of the catalog, and website everything has to be consistent. All webpages

must be updated and links work properly. Federal Requirements are do or die for this report.

- Title III update, the Student Success Pathways Task Force is working on recommendations and the mini grants are being constructed.

LeAnn Scharbrough reported on recruiting activities:

- Preview day on the Vernon Campus was a huge success. Great feedback from the 13 schools that attended. 387 students were on campus that day learning about Vernon College.
- Dual Credit Activities was reported by LeAnn Scharbrough in Melissa Moore's Absence. Sophomore Round was a success with 238 sophomores from 10 schools coming to Century City. 149 sophomores came to Skills Training Center. New schools like Bellevue and Seymour attended for the first time.

Michelle A. Alexander reported on the Home and Garden Festival:

- Home Show will be February 27-28 2016 at the MPEC and we will need volunteers to work 2-3 hour shifts to promote Vernon College at our table during the event. Michelle, Holly and Clara will also be there both days working at the table. College shirts should be worn by all Vernon College volunteers, and two hours of in-house professional development has been approved by Dr. Johnston.

5. New Business

Townsquare Media -- radio station takeover of NIN from February to May promoting Vernon College every hour.

6. Future Meeting Dates

Friday, March 4, 2016	8:00 a.m.	Rooms 712/204
Friday, April 15, 2016	8:00 a.m.	Rooms 712/204

7. Adjournment