

Integrated Marketing/Recruiting Committee

Minutes – September 11, 2015

The Vernon College Integrated Marketing and Recruiting Committee held its monthly meeting on Friday September 11, 2015 in rooms 712 Century City Center/204 Vernon campus.

Members Present: Michelle A. Alexander, Chair; Dr. Dusty Johnston, President, Debbie Alexander, Lyndon Burnham, Shana Drury, Donna Egoavil, Melissa Elliott, Christina Feldman, Greg Fowler, Kristin Harris, Betsy Harkey, Michael Hopper, Criquett Lehman, Deana Lehman, Melissa Moore, Amanda Raines, LeAnn Scharbrough, Holly Scheller, Jason Scheller.

Members Absent: Brandi Brannon, Sjhonton Fanner, John B. Hardin, III, Julie Lama, Michael Scott.

1. Call Meeting to Order

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

2. Approval of April 17, 2015 Minutes

Action: Jason Scheller moved approval; seconded by Donna Egovail. Motion passed unanimously.

3. President's Remarks

Dr. Johnston discussed the following:

- The Integrated Media/Recruiting Committee is working hard and has earned an "A" over the last year.
- The continuing enrollment decline is a state wide/nationwide trend and he does not hold the committee responsible for this decline.
- The detailed plan set forth by this committee is being followed and we need to stay the course.

4. CCSSE Review

Criquett Lehman reported on the Community College Survey of Student Engagement Survey. The data shows that finances are the main reason students withdraw from college. Additionally, the report shows that the service students need most from their college is Financial Aid assistance.

5. Recruiting Update

LeAnn Scharbrough reported:

- GenTex was a wonderful event that increased 70% over last year. 254 students attended with 11 schools represented.
- Recruiting activities were presented:
7,567 students had a real contact with Vernon College in the last year.
260 Interactions with high schools
Every school in the Vernon College service area was visited at least twice.
23 Group tours were held between the Century City Center and Vernon locations.
- Upcoming Events:
Senior Event –Preview Day
Non Traditional Event
Veterans Event – Walk for Warriors
Parents Night
- The Spring Calling Project had a list of 1,600 names, from that list 225 potential students were contacted.

6. Early College Start Update

Melissa Moore reported:

- VCap went very well. All feedback she has received has been good. 19 schools and 32 administrators were present.
- Melissa and LeAnn Scharbrough will tour all service area high schools with welcome back gifts for the counselors.
- Spring Forward Presentation requests are already coming in.
- Melissa will meet with Deana Lehman to get the correct A.D.A. information to take to Dual Credit students.
- Dual credit enrollment is up for the year.

7. Social Media Guidelines

Ms. Alexander informed the committee that the Social Media Guidelines will be posted in the employee handbook.

8. Veteran Services

Debbie Alexander reported:

- Vernon College has a signed agreement from College Credit for Heroes. Military transcripts will be turned in to the College Credit for Heroes and they will evaluate it. We are the only school in our area who is a member of this program.
- Work is ongoing to obtain V.A. funding for our police academy.
- The Veteran Community Assistance Program (VCAP) has requested more presentations about Vernon College.

- On November 13, 2015 Vernon College will hold Walk for Warriors. An appreciation event and Fundraiser for VCAP.

9. Student Services Update

Kristin Harris reported:

- Student Success - 290 students were seen, most were seen twice. Of those surveyed 69% responded that seeing someone face to face was very helpful. 96% of those seen would recommend the service.
- There were eight Chaps Express held last year and another eight are planned for this year.
- MSU has been on site to meet with students, give degree plans and scholarships if applicable. This has been very helpful to our students.
- The old fashion college fair has dwindled, Student Services is looking at news ways of doing them. A possible option is to combine the College Fair and the Transfer Fair.
- Online New Student Orientation was started this year. Criteria has been changed. Video is no longer an option, which is leaving the students to do a lot of reading.
- In person New Student Orientation's (NSO) are added as needed. There will be special LVN NSOs.

10. Upcoming Events

- Calle Ocho October 3, 2015
- Vernon College Preview Day October 21, 2015
- Sophomore Round-up November 6, 2015 CCC and November 20, 2015 at Skills Training Center
- Walk for Warriors November 12, 2015

11. New Business

None

12. Future Meeting Dates

Friday, October 9, 2015	8:30 a.m.	Room 712/204
Friday, November 13, 2015	8:30 a.m.	Room 712/204
Friday, December 11, 2015	8.30 a.m.	Room 712/204

14. Adjournment

Action: Greg Fowler moved adjournment, seconded by Jason Scheller. The motion passed unanimously. The meeting adjourned at 9:36 a.m.