

Integrated Marketing/Recruiting Committee
Minutes – September 12, 2014

Members Present: Michelle A. Alexander, Chair; Debbie Alexander, Brandi Brannon, Lyndon Burnham, Melissa Elliott, Sjhonton Fanner, Christina Feldman, Greg Fowler, Betsy Harkey, Kristin Harris, Michael Hopper, Dr. Dusty R. Johnston, Christie Lehman, Shana Munson, Julie Lama, Amanda Raines, Holly Scheller, Jason Scheller, Michael Scott

Members Absent: Donna Egoavil, John Hardin III, Deana Lehman, LeAnn Scharbrough

1. Call Meeting to Order

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

2. Remarks

Dr. Dusty Johnston stated that he appreciated the continued work of the Committee implementing the Task Force recommendations as well as investigating and developing new strategies throughout the year. A major point to bear in mind is what can we do through marketing and recruiting to increase enrollment? We do not want to continue the downward trend of the last four consecutive semesters. It is important that this is turned around.

Hopefully the new ideas that are coming up and the new groups of people being engaged will boost enrollment. We have done a lot in the last year on marketing and recruiting and the question is what would our enrollment be if we hadn't done all of this work? Perhaps our enrollment would have been lower if we hadn't worked so hard. Statistically across the state, headcount enrollment is up 2% and the College is down 0.2% so we are under the trend. He appreciates everyone's efforts as we continue to grow as a group.

Everyone at Vernon College is encouraged to become more invested in marketing and recruiting efforts. The term "all hands on deck," means we need everyone's help. We need people to represent their departments. Some staff and faculty members say they do not have the chance to show off their program. Here are the opportunities to show off you program.

We need to communicate the info about letterhead and logos. It's great that this committee hears about it but we need to disperse the information to others in our departments. Stationery is a part of our brand and it is time that we are consistent.

The President stated that the new Chap Express is an exciting project and he looks forward to supporting that program. The end result was wonderful and he is extremely pleased with how Chap Express turned out.

Dual credit, is an issue that needs a solution. The College must be realistic about the issue of cost in order to retain our dual credit students. Either we price people out, or they go to the competitor. Dr. Johnston has asked people to be open minded and think outside the box. We need to do something before we lose it all.

3. Approval of the April 25, 2014 Minutes

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

4. Social Media Guidelines and Practices Sub-Committee

Christie Lehman stated that Vernon College needs to develop and put into practice social media guidelines and processes. A subcommittee will be formed for this task. Everyone interested in being part of this subcommittee should contact Christie Lehman or Michelle Alexander by September 30th.

5. SACSCOC FR 4.6 Review and Discussion

Betsy Harkey reported although Vernon College prepares a written report to SACSCOC every five years, we are always held accountable to the standards and guidelines. Everyone needs to make themselves aware of these guidelines. She noted that SACS is adding more and more guidelines for electronic publications and it is important to review those before doing any publications.

For the 5th year SACSCOC report, we had to submit a tremendous amount of publications and the 10th year report will require more.

A policy that everyone needs to be familiar with is the *Integrity and Accuracy of Institution* policy. Along with reporting accurately to SACS we also have to report accurately to the public our relationship with SACS. We do not use words like “fully accredited” because you are either accredited with SACS or you’re not. Be aware of this policy.

Lastly a KPIA that this committee provides oversight for is the *Percent of 12 County Service Area High School Graduates Who Go to College (Enrolled in Texas Public or Independent Higher Education)*. This committee’s responsibility for the prospective student begins when he/she expresses interest in Vernon College through the time they enroll in their very first course. The current report shows that we have fallen below our benchmark.

6. Task Force Recommendations Updates/Reports

This Committee has implemented many of the Task Force recommendations in the past year. Several examples

- Crane-West was selected as our marketing consulting firm handling both Graphic design and marketing
- Enhanced our scholarship program through STARS.
- More and more group tours, coming to skills and individual tours in Vernon.
- Working with Mike Schoppa to recruit more Ag students.
- Successful GenTX event last May
- Development of one set of branded College give aways

This Committee has come a long way but we have a lot further to go. Michelle thanked the committee for their hard work in the past, their hard work now and their hard work in the future because we are all in this together.

Christie added that implement is underway for Vernon College standardized business cards, letter head and envelopes. She will go on a search and destroy mission for old letterhead still being used, if need be. A folder has been added to the T:drive all logos and letterhead.

Please email Christie information for FB so she can add it to the College page. It's much easier when people email her.

The common calendar is on the website now. Please let departments know this, Christie will also follow up with an email.

7. Chap Express.

Brandi Brannon outlined the new Student Services initiative, Chap Express which is a 3.5 hour orientation program for new students. The pilot program consisted of three (3) sessions (one in Vernon, two in WF) involving 40 students. The program received a lot of positive feedback thus far. Brandi has met with counselors to discuss improvements for next year. Overall everyone was pleased.

8. New Business

College Give Aways

Michelle reported that 14,300 Vernon College marketing pieces were distributed throughout the area during 2013-2014. Orders are in progress for items for 2014-2015 and half will be at CCC and half at the Vernon campus. Please contact Christie, Michelle or Holly prior to upcoming events about give away needs. The longer the lead time, the better. Betsy noted that the way we name our locations on printed pieces is **very** important to SACS, particularly "Century City Center" and "Vernon College Campus".

Christmas Parade

Wichita Falls Christmas Parade November 22. Last year the College's Police Academy participated. This is a good opportunity to show off Vernon College and LeAnn will be asking for volunteers march in the parade and hand out candy or something.

Police Academy

Mike Hopper reported that the Police Academy has 29 individuals starting this year which is high for the department. They will graduate in May.

9. Upcoming Events

Volunteers are need for the following events:

- Calle Ocho – the College is the title sponsor and we will be there from noon until 8pm. Volunteers are needed to help man our table.
- Café con Leche – Vernon College is hosting the first Café event this year at Century City Center on Tuesday, October 7th. It will be the same setup as last year which was well received by all who participated. Volunteers from all departments are needed to assist with this event.
- 4-H Youth Development/Workforce Group – Vernon campus, Saturday Oct 18th from 3 – 10 p.m. and Sunday, October 19th from 7:30 – Noon. Vernon College personnel will be making presentations on Saturday and on Sunday, the Extension Service will be working with the student on various certifications.
- Sophomore Roundup – November 7th at Century City Center and at Skills Training Center on November 21st
- Search My Future – Date TBD, new name is needed to make the purpose of the event clearer to the public.
- GenTex – still waiting to hear from the State if this will be a statewide initiative. Whether it is or not, Vernon College will host a local GenTX event. More info to come.

All members of the Integrated Marketing Committee are asked to look for ways to reach out and find news places for us to showcase Vernon College.

10. Adjournment

Action: Greg Fowler moved to adjourn; seconded by Jason Scheller. The motion carried Unanimously. The meeting adjourned at 9:45 a.m.