

Integrated Marketing/Recruiting Committee

Minutes – September 16, 2016

The Vernon College Integrated Marketing and Recruiting Committee held its monthly meeting on Friday, September 16, 2016 in rooms 712 Century City Center/204 Vernon campus.

Members Present: Michelle A. Alexander, Chair; Amanda Raines, Co-Chair; Dr. Dusty Johnston, Donna Egoavil, Greg Fowler, Betsy Harkey, Ivy Harris, Michael Hopper, Dr. Donnie Kirk, Julie Lama, Criquett Lehman, Holly Scheller, Jason Scheller, Teresa Wallace.

Members Absent: Debbie Alexander, Brandi Brannon, Shana Drury, Melissa Elliott, Sjhonton Fanner, Christina Feldman, Deana Lehman, Melissa Moore, Jim Nordone, Kristin Harris, Rachel White.

1. Call Meeting to Order

Amanda Raines called the meeting to order at 8:04 a.m.

2. Approval of April 15, 2016 minutes

Action: Ivy Harris moved approval; seconded by Donna Egoavil. Motion passed unanimously.

3. Dr. Johnston Remarks:

- Coordinator of Marketing and Community Relations position was posted, the posting is now closed. He hopes to have the position filled by October 1, 2016.
- Fall enrollment had an increase of 2% in terms of head count but there was also a decrease of 4% in contact hours when compared to 2015.

4. Activities Review/Update

a. 2015-2016 Recruiting Update presented by Amanda Raines on behalf of Rachel White:

- Vernon College hosted a Catholic Youth Camp on the Vernon campus.
- Rachel White attended VCAP and provided information to the counselors regarding Vernon College recruiting activities
- Rachel also attended a High School Only College Fair where Rachel spoke with approximately 40 counselors from Southwest Oklahoma. From that we were invited to more high school visits.
- Over the summer a Calling Campaign reached 350 students to find out where they are in their admissions process and answer any questions or address any concerns. This outreach helped encourage students and parents to keep going through the admissions and enrollment process.

b. Upcoming events:

- Preview Day, October 26 on the Vernon campus; volunteers are needed.
- Spring Fest, April 7, 2017 (formerly GenTX) in the Century City Center parking lot.
- Weekly tour schedule is now Monday – Thursday, 10 a.m. and 2 p.m. Appointments may also be scheduled for tours.

5. QEP Update Presented by Criquett Lehman:

- It is time to start marketing the new QEP in preparation for the SACSCOC site visit in 2018. This includes logo creation and other promotional activities.
- The plan is to use the Integrated Marketing/Recruiting Committee to help market the new QEP.
- An upcoming meeting will be scheduled to discuss details of the QEP such as what marketing materials will be needed and what the budget will be for this project.

6. New Business

- Café Con Leche was well attended. However we were caught off guard that so few people signed up for the Vernon College Scholarship drawing.
- The Hispanic Coalition Parenting for Success Conference, in partnership with Vernon College, WFISD, and the African American Education Coalition will be held September 24 at the Century City Center.
- Amanda Raines, Jackie Polk, Michelle Alexander and Holly Scheller have been meeting with Desi Hale from African American Education Coalition. The goal of this initiative is to work with the Coalition to encourage more African Americans to attend Vernon College. This will be a slow process.
- Starting Fall 2 the alias of the email is changing. Moving forward MyVC and canvas will all have the same email and password.

7. Future Meeting Dates

- Friday, October 14, 2016 8:00 a.m. Rooms 712/204
- Friday, December 2, 2016 8:00 a.m. Rooms 712/204

8. Adjournment at 8:43 a.m.