

Integrated Marketing/Recruiting Committee

Minutes – October 14, 2016

The Vernon College Integrated Marketing and Recruiting Committee held its monthly meeting on Friday October 14, 2016 in room 712 CCC/204 VC.

Members Present: Michelle A. Alexander, Co-Chair; Amanda Raines, Co-Chair, 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: Dr. Dusty Johnston, Debbie Alexander, Brandi Brannon, Shana Drury, Melissa Elliott, Sjhonton Fanner, Christina Feldman, Deana Lehman, Melissa Moore, Dean Jim Nordone, Kristin Harris.

1. Call Meeting to Order

Amanda Raines called the meeting to order at 8:00 a.m.

2. Approval of September 16, 2016 minutes

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

3. Activities Review/Update

- Ivy Harris reported about the meeting with the African American Education Coalition. This initiative is focused on getting more African American students into college. Another meeting is planned, the group is very excited about the future.
- Michelle Alexander reported about the College's partnership with the Coalition for Hispanic education. This has shown success with the rise in Hispanic student enrollment at Vernon College. The Coalition for Hispanic Education Parenting for Success Conference held at the Century City Center was also successful. Roughly 53 parents came to the conference to take part in sessions that promoted education.

4. QEP Update

Criquett Lehman presented a QEP Logo Contest Flyer for approval.

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

5. New Business

- The 2nd Annual Walk for Warriors will be Thursday, November 10th from 5 – 8 pm. Patterson Auto Group provided the shirts and Union Square Bank will cook hamburgers.

- Café Con Leche was held at Hirschi High School last week and went very well. There will be one at Old High next week and Rider the week after.
- The 2017-2018 Scholarship Application has moved to a new platform, Academic Works and go live November 7, 2016.
- Rachel White has given 28 tours since September 1st. Response to her daily tour schedule has been very favorable. Student Services is working with Rachel to get her students who have applied, attended NSO but haven't enrolled. Rachel is using that list to follow up with those students.
- Vernon College is moving quickly toward VC3 student email passwords, which means the student's email will have the same portal password and canvas password. Change over for all students is November 1, 2016. A mass email will be sent to all students.
- The North Texas Veterans Council has donated money to create a Vietnam Veteran Scholarship at Vernon College.
- Calle Ocho Street Festival held October 1st went very well. Lots of people stopped by the Vernon College booth.
- Preview Day on the Vernon Campus will be October 26, 2016. Eight breakout sessions are planned for the all morning event.
- Career Youth Expo had a huge Vernon College presence, seeing over 2,100 8th graders at seven different booths throughout the expo. Career Day in Petrolia was also successful; Vernon College representatives spoke to 40 students.

6. Future Meeting Dates

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

7. Adjournment at 8:30 a.m.