

Integrated Marketing/Recruiting Committee

Minutes – April 15, 2016

The Vernon College Integrated Marketing and Recruiting Committee held its meeting on Friday April 15, 2016 in rooms 712 Century City Center/204 Vernon campus.

Members Present: Michelle A. Alexander, Chair; Amanda Raines, Co-Chair; Debbie Alexander, Brandi Brannon, Shana Drury, Donna Egoavil, Melissa Elliott, Sjhonton Fanner, Greg Fowler, Clara Gregory, Ivy Harris, Kristin Harris, Michael Hopper, Dr. Donnie Kirk, Julie Lama, Melissa Moore, Jim Nordone, LeAnn Scharbrough, Holly Scheller, Jason Scheller, Teresa Wallace.

Members Absent: Dr. Dusty Johnston, Lyndon Burnham, Christina Feldman, Betsy Harkey, Criquett Lehman, Deana Lehman, Michael Scott

1. Call Meeting to Order

Michelle A. Alexander called the meeting to order at 8:03 a.m.

2. Approval of March 4, 2016 minutes

Noted correction, the number of GenTx attendees that applied or enrolled in the 3 semesters following GenTX is 75.3%

Action: Greg Fowler moved approval with corrections; seconded by Jason Scheller. Motion passed unanimously.

3. Dr. Johnston Remarks

Dr. Johnston was unable to attend the meeting.

4. Activities Review/Update

a. Vernon College table at Surgical Tech Garage Sale

Dr. Donnie Kirk reported that the Vernon College information table at the Surgical Technology Garage Sale was worthwhile. Dr. Kirk and Teresa Wallace both manned shifts at the table during the 7:30am-11:00am sale, with a few potential students requesting information. Dr. Kirk recommended, in the future the college should plan to have exposure at this event, bringing more excitement, perhaps with a popcorn machine.

b. Fall 2016 Recruitment/Image Marketing meeting with Crane West

Amanda Raines reported a marketing plan designed by Crane West has been approved by Dr. Johnston. This campaign will include; television, radio,

billboards and movie theatre advertising, focused on Fall 2016 enrollment and image marketing for the college. This campaign is over and above the current Vernon College media campaign. A proposal requesting funds to support this media buy has been submitted to the Vernon College Foundation.

c. Financial Aid Activities Promotion for 16/17 Subcommittee

Michelle A. Alexander requested volunteers to form a subcommittee to focus on planning the February 2017 Financial Aid Month.

Volunteers include: Dr. Donnie Kirk, Debbie Alexander, LeAnn Scharbrough, Melissa Elliott and Greg Fowler. Ms. Alexander and Mrs. Raines will co-chair the subcommittee.

d. Student Success Pathways/Student Peer Mentoring Program

Michelle A. Alexander requested volunteers to form a subcommittee to focus on promoting the services Vernon College has to offer students.

Volunteers include: Brandi Brannon, Teresa Wallace, Sjhonton Fanner, Ivy Harris, Dr. Donnie Kirk. Ms. Alexander and Mrs. Raines will co-chair the subcommittee.

5. 2015-2016 Activity Outlook

GenTX Day – April 29, 2016

LeAnn Scharbrough reported that GenTX will be April 29, 2016. Pilgrim Bank will be the food sponsor. Currently approximately 220 people are registered to attend. A bad weather contingency plan has been put in place in the event of rain. Due to an overwhelming number of volunteers all areas will be staffed appropriately. All employees are asked to wear their official Vernon College polo shirt during GenTX.

Dr. Kirk suggested a room be available during GenTX 2017 in which current Vernon College students could showcase their work, while giving GenTX attendees an idea of what college is like.

6. New Business

- Amanda Raines, requested a subcommittee to review Take Force Recommendations, what has been completed, what is left to do, continued, ended, and next steps.

Volunteers include: Shana Drury, Ivy Harris, LeAnn Scharbrough, Clara Gregory, Debbie Alexander, Greg Fowler and Jason Scheller. Ms. Alexander and Ms. Raines will co-chair the subcommittee.

- Ms. Drury recommended moving forward with researching interactive Catalog and Handbook software. Ms. Alexander will arrange a Smart Catalog web demo

for the upcoming summer. Jim Nordone will arrange an informal training session with his former Registrar who has used Smart Catalog for three years.

- Ms. Drury would like the formerly tabled discussion of an adult recruiting event to be reopened. Vernon College has money from the Perkins grant to spend on an event to take place prior to August 15, 2016. The target audience is the non-traditional/adult learner, displaced persons, unemployed and underemployed. A subcommittee was requested to organize and plan this event for the upcoming summer. A rough outline needs to be submitted to the Committee Co-Chairs by April 29, 2016.

Volunteers include: Amanda Raines, Debbie Alexander, Shana Drury, Donna Egoavil, Melissa Elliott, Greg Fowler, Clara Gregory, Ivy Harris, Dr. Donnie Kirk, Julie Lama, Melissa Moore, Jim Nordone, LeAnn Scharbrough, Jason Scheller and Teresa Wallace.

7. Future Meeting Dates

2016/2017 Meetings TBA

8. Adjournment at 8:50