

**Integrated Marketing/Recruiting Committee
Minutes – January 24, 2014**

Members Present: Michelle A. Alexander, Committee Chair; Debbie Alexander; Jessica Bennett; Brandi Brannon; Melissa Elliott; Greg Fowler; John Hardin, III; Dr. Dusty Johnston; Deana Lehman; Amanda Raines; Megan Ochoa; LeAnn Scharbrough; Jason Scheller; Michelle Wood

Members Absent: Lyndon Burham; Betsy Harkey; Kristin Harris; Mike Hopper; Christie Lehman; Shana Munson; Maria Servin.

1. Call Meeting to Order

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

2. Remarks

Dr. Dusty Johnston extended his appreciation for the committee and the thorough work that has been involved. He also mentioned that this is the second year of stable to slightly declining enrollment at the national and state level. This follows several years of extreme enrollment increases. The current recruiting plan emphasizes groups that are not paying attention to higher education and those that are underserved. The President feels that these groups will create a slight increase in enrollment at Vernon College.

3. Approval of the September 13, 2013 Minutes

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

4. Task Force Recommendations Updates/Reports

A. Fall Recruiting Report – Exhibits 2 and 2A

Brandi Brannon has been attending college fairs, giving presentations, tours, and meeting with students by appointment. Jessica Bennett organized the VCAP meeting for counselors and administrators which was well attended. There were 22 schools and 42 people who attended this year. Jessica along with Michelle Wood planned the Sophomore Roundup where 106 students from 8 schools visited the Skills Training Center and 235 students from 9 schools visited the Century City Center.

B. Fall Financial Aid President's Letters Report – Exhibit 3

This project is coordinated by the Financial Aid Department and the Office of Institutional Advancement. It is designed to send out letters to prospective students that are identified through the government website

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ISIR. Since last February, 3,525 letters have been sent out to prospective or returning students.

C. Café Con Leche

Café Con Leche is an initiative resulting from a grant written by WFISD focused on increasing the Hispanic college going rate. This is a collaborative effort by Wichita Falls ISD, Midwestern State University, Vernon College, and two Hispanic organizations. Representatives of Vernon College attended the last two events, one at Midwestern State University and the other at Wichita Falls High School. The programs are aimed at encouraging more Hispanics to go to college and the value of a college education. Approximately 150 to 175 families attended the events. Vernon College will be hosting the next event on February 18th at the Century City Center. Dr. Johnston stated that this is certainly an underserved group as that we should reach out to and increase enrollment in Vernon College.

D. Girls/Guys Night Out – April 15

Last year two events were planned to showcase our Career and Technical and the longer Continuing Education programs. This year the two nights will be combined into one. Beginning this year, the project will be coordinated by the IM/R Committee. Michelle Alexander has spoken with Teresa Wallace about providing childcare as this could be a barrier to people attending. Michelle asked for suggestions on a new name for the event to be sent to her by next Friday. Funds are available from the Perkins grant to advertise and target specific groups as well as promoting through Café Con Leche and the Martin Luther King Center. Melissa Elliott discussed the new regulations regarding Gainful Employment as it will be necessary to include it on any invitation or advertising piece regarding specific programs.

E. Group Tours of Vernon College Campuses and Tour volunteers, presenters, etc. – process – Exhibit 4

A process was passed in December that outlines the contacts for specific tours for our visitors and employees in order to provide the best experience when visiting Vernon College. Since we are getting a large number of people and groups interested in visiting our campus and centers, a training session will be provided for those who want to volunteer to help with these groups. This service will count toward professional development credit.

LeAnn Scharbrough reported on the presentations being conducted at various area high schools about the STARS application. This year, an email was sent out to all counselors and high school contacts offering to

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visit their school to help their students fill out the scholarship application. Five schools have responded and LeAnn has already visited with two of the schools helping over 100 students. This also provides an opportunity to visit with those students about Vernon College and our programs.

F. GenTX Day – May 2

GenTX day is a statewide initiative to provide a college going culture in your community. This year, Vernon College will be hosting an event for GenTX day at the Century City Center. Most programs and departments will be represented that day to provide information to area seniors planning to come to Vernon College or are not sure where they are going to college. This event is a collaborative effort between Vernon College, Region 9, and Generation Texas. The committee is also currently seeking a potential sponsors. This is an opportunity for students to visit and tour CCC and become familiar with who we are and what we have to offer. A Save the Date card is being developed and will be sent out to high school contacts in the Vernon College service area as well as the Region 9 service area. The committee will be meeting again next Wednesday to continue organizing and planning for the event.

G. Website Process

As a reminder, if a department needs to make changes or posted to a web page, the first step is to contact the department content administrator. If this does not resolve the needed changes, contact Christie Lehman and she will get in contact with Tanner at RunBiz.

H. Social Media Policy

A social media policy is needed and was discussed several times during the Task Force meetings. Michelle Alexander asked that everyone gather social media policies from other institutions. Please send this information to Michelle. The goal is to have a social media policy drafted, changes made, and a recommendation sent to administration by the end of the semester.

5. New Business

Jessica Bennett provided the following dates for upcoming activities:

- On February 13th, the English section of Avatar with Region 9 will host a seminar for secondary partners and higher education partners to gather together and discuss best practices with teaching English
- Early College Start presentations are beginning in February
- On February 11th, Wichita Falls Youth Leadership will be touring Century City from 8:15 am to 10:15 am

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- On March 27th at 6 pm, WFISD will be having their Junior High Career Fair for the 6th, 7th, and 8th graders at Region 9. Brandi and Jessica usually attend to represent Vernon College

Brandi Brannon reported the following dates for upcoming activities:

- On March 6th, Region 9 will be hosting Senior Blast and has invited Vernon College. A representative from Vernon College will be needed that day since Brandi will be on maternity leave. Region 9 is requesting that two presentations be given. Brandi stated that Student Services is glad to cover the event but with this committee spearheading recruiting efforts, it might be better for one of the committee members to take the lead and go fill in on her behalf. If no one volunteers, Student Services will cover the event. Please let Brandi know if you are interested willing to present at this event by next week so she can let Kathy Harvey know who will be representing Vernon College. Michelle Alexander offered to meet with Brandi to see how the Committee could help Student Services.
- On April 28th at the Vernon campus and on April 29th and 30th at the Century City Center - Senior Only NSO's will be conducted. Tours will be offered and volunteers are needed to help with the tours.

Dr. Johnston announced that he will be making a presentation to the Wichita Falls Chamber Board on February 28th about the Branch Campus Maintenance Tax. One of the advantages of a Branch Campus Maintenance Tax to Wichita County will be zero cost of tuition for dual credit students in the county. This will also be extended to dual credit students in Wilbarger County if the College Board of Trustees approves the proposal at the March Board meeting.

Michelle Wood asked for volunteers on Saturday at 11:30 am for the 1st Annual Hunger Run. Over 100 people registered for the event which will be held in conjunction with the annual bake sale that Misti Brock and her students organize.

6. Future Meeting Dates

Friday, February 14, 2014	8:30 a.m.	Rooms 204/712
Friday, March 14, 2014	8:30 a.m.	Rooms 204/712
Friday, April 25, 2014	8:30 a.m.	Rooms 204/712

7. Adjourned

9:16 a.m.

Jessica Bennett moved to adjourn; seconded by Michelle Wood. The motion carried unanimously.