

## **Integrated Marketing/Recruiting Committee Minutes – September 13, 2013**

**Members Present:** Michelle A. Alexander, Committee Chair; Jessica Bennett; Lyndon Burham; Melissa Elliott; Greg Fowler; Betsy Harkey; Kristin Harris; Mike Hopper; Dr. Dusty Johnston; Christie Lehman; Deana Lehman; Shana Munson; Megan Ochoa; Joseph Porciuncula; LeAnn Scharbrough; Jason Scheller; Michelle Wood

**Members Absent:** Brandi Brannon; John Hardin, III; Maria Servin

### **1. Call Meeting to Order**

Michelle A. Alexander called the meeting to order at 8:31 a.m.

### **2. Remarks**

Dr. Dusty Johnston reviewed the accomplishments of the Integrated Marketing/Recruiting Task Force. The first recommendation of the Task Force was its evolution into a College standing committee, which should operate similarly to the College Effectiveness Committee. The committee will oversee Task Force recommendations and the corresponding implementation as approved by the Administrative Team. Dr. Johnston directed the committee's attention to an article in the newspaper that highlighted Midwestern State University and the changes they made to their recruiting plan to bring in the second biggest freshmen class in history; one of their successful strategies was contacting potential students 15 times. The President stated that, without new enrollment, money will just be swapped around. Larger enrollments mean new revenue providing the opportunity to invest new funds in programs and student oriented ideas to enhance the institution.

### **3. Review Committee Charge**

Michelle A. Alexander stated that the committee charge is posted in the blackboard shell. The purpose of the committee is to continuously facilitate, monitor, and improve a comprehensive, integrated marketing and recruiting plan which results in equitable, consistent, and effective enrollment management practices. This committee is not just oversight but has sub-committee groups that are working within and under the umbrella of the Integrated Marketing/Recruiting Committee. The Task Force recommendations are also posted in the blackboard shell for reference and to track the Committee's work on those recommendations. The article in the Times Record News points to a lot of things we are doing and other things we can do in our marketing and recruiting efforts. An article titled "Dealing with the Challenge of Transformational Change," has also been added to the blackboard shell and all committee members are encouraged to read it thoroughly.

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**4. SACS Tie-in**

Betsy Harkey, the College's SACS liaison, discussed how marketing and recruiting ties into SACS requirements and criteria.

**5. Task Force Recommendations Updates/Reports**

- A. Business Cards/Letterhead/Envelopes** – Christie Lehman reported that College business cards now have an established template. Please notify her if new business cards are needed and include your budget number. These are ordered through the IA/Marketing Office. Standardized letterhead and envelopes are in the process of being designed. An electronic template will be available as well as one that can be printed outside on higher quality paper. The address of the Vernon College campus and all the centers are listed at the top as well as the Vernon College website. Each department will also be able insert their office or department name onto the electronic version. More details will be available soon.
- B. Give Away Items** – A subcommittee for give-away items has been meeting and developing a set of standardized items as well as guidelines for use. This is where the idea for the goodie bags at staff development came from. Christie Lehman, Michelle Alexander, Jessica Bennett, Greg Fowler, Shana Munson, Michelle Wood and LeAnn Scharbrough met to inventory what each department currently had in terms of give-away items. Instructional Services, Early College Start, and Institutional Advancement pulled together initial funds from each of their department's budget that is being used for the first round of orders. LeAnn and Christie have begun ordering. The items will be housed in Institutional Advancement and distribution will be tracked to ensure a steady supply.

LeAnn and Christie met with Sjhonton Fanner to discuss the best type of tour to give on the Vernon Campus. LeAnn will use these notes to develop an information sheet for the Vernon Campus as well as the Century City Center and Skills Training Center to aid College Ambassador volunteers who will be giving tours. The information sheet will include a brief summary of each program provided by the program coordinators.

A list of College Ambassador volunteers, including staff, faculty, and program coordinators, will be available in the near future. The response from potential volunteers has been very positive. LeAnn and Michelle are working with the Professional Development Committee to develop a College Ambassadors (volunteers) training session, and the amount of Professional Development credit that can be earned each year.

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A Master Calendar has begun listing all College marketing activities and recruiting initiatives taking place during 2013-2014. Each activity will be reviewed by Institutional Advancement, in consultation with the lead event planner, to determine which give-away items will be needed for the activity/initiative. Please send Michelle Alexander all events for the new master calendar as these are available. The goal is to prevent cross-scheduling and provide enough volunteers to assist at the event/tour.

- C. GenTX Day** - A subcommittee has been formed to start planning for GenTX Day which will be on Friday, May 2, 2014. GenTX is a grant program from the U. S. Department of Education funded through THECB to Region 9. The purpose of GenTX Day is for everyone to join together to support college enrollment in their community. The idea is to bring seniors from area high schools and possibly their parents to Century City Center to hold a pep rally type event and complete the Texas Common Application if they have not already done so. Participants who will be invited to the Vernon College event will be those graduating seniors who are still “undecided” about College and those who have already selected Vernon College as their high education institution. The “undecideds” will be encouraged to select Vernon College and assisted through the application process during the event. Brandi Brannon, Jessica Bennett, and LeAnn Scharbrough met with Kathy Harvey from Region 9 to discuss the event. All Vernon College departments and programs will be encouraged to participate. Tours will be given on that day. Hotdogs and sides will be served. Details continue to be planned and will be reported as available. In addition to GenTX Day, Vernon College will also partner with Region 9 for Sophomore Roundup.

**6. New Business** - None

**7. Future Meeting Dates**

Friday, October 11, 2013	8:30 a.m.	Rooms 204/712
Friday, November 15, 2013	8:30 a.m.	Rooms 204/712
Friday, December 6, 2013	8:30 a.m.	Rooms 204/712

**8. Adjourned**

9:10 a.m.

Greg Fowler moved to adjourn; seconded by Jessica Bennett. The motion carried unanimously.