

Integrated Marketing/Recruiting Committee

Minutes – March 4, 2016

The Vernon College Integrated Marketing and Recruiting Committee held its meeting on Friday March 4, 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, Betsy Harkey, Ivy Harris Kristin Harris, Michael Hopper, Dr. Donnie Kirk, Julie Lama, Criquett Lehman, Deana Lehman, Melissa Moore, Jim Nordone LeAnn Scharbrough, Holly Scheller, Jason Scheller, Teresa Wallace.

Members Absent: Dr. Dusty Johnston, Lyndon Burnham, Christina Feldman, Michael Scott

1. Call Meeting to Order

Michelle A. Alexander called the meeting to order at 8:00 a.m.

2. Approval of January 22, 2016 minutes

Action: Greg Fowler moved approval; seconded by Michael Hopper. Motion passed unanimously.

3. Dr. Johnston Remarks

Dr. Johnston was unable to attend the meeting.

4. Activities Review/Update

a. Home and Garden Festival, February 27-28

Michelle A. Alexander reported that the Home and Garden Festival was attended by thousands of people from Wichita Falls, the surrounding areas, and Oklahoma. Vernon College was the sponsor of the Master Gardner's room and had a table/booth right outside the room which resulted in good traffic flow and a lot of conversations with individuals about the College. This was great exposure for the College as a partner in an important, visible Wichita Falls event. It is recommended that the College continue to sponsor this event.

b. ERP/SIS News

Ivy Harris ERP/SIS Coordinator reported that all current processes are being examined to ensure maximum efficiency and effectiveness once the new ERP/SIS system is in place. As the new system rolls out, the College needs a cheerleading team led by the Integrated Marketing/Recruiting Committee.

c. FASFA February and Beyond Marketing

Melissa Elliott noted that February is Financial Aid Month. It will be beneficial for the College to have an event or series of events each February beginning in 2017 to promote early completion of the FAFSA so that a student's funds are available for fall registration. June 22, 2016 is the priority deadline for financial aid which should be promoted through the Spring and Summer. A subcommittee of this committee is needed to develop some ideas and report at the September meeting. Interested volunteers, please let Michelle Alexander or Amanda Raines know soon.

d. Title III Update

Betsy Harkey reported that the Success Pathways and Peer Mentoring activities both need marketing support. A subcommittee was requested to look at ways of promoting these programs beginning with the fall 2016 semester. Interested volunteers, please let Michelle Alexander and Amanda Raines know.

Mrs. Harkey also stated that Dr. Luzelma Canales will serve as the College's Title III external evaluator. For the mid-year report, due April 30, 2016, she will do an off site evaluation and will be on campus for the annual report in September.

5. 2015-2016 Activity Outlook

a. Adult Learner Information/Recruiting Event Project

Greg Fowler and Amanda Rains reported that the Adult Learner Information/ Recruiting Event Project has been tabled for a year for continued study. The College is studying the feasibility of creating a block schedule or weekend college for working students. When it is rolled it, it will follow a model set up by Tarrant County. Once that decision is made, plans can be developed for an event. Further information will be shared as it develops.

b. GenTX Day – April 29, 2016

LeAnn Scharbrough reported that GenTX will be April 29 2016. Pilgrim Bank will be the food sponsor. More fine-tuning is being done to improve the event each year. Of the participants in GenTX 2015, 38% of 38% of the participants enrolled at Vernon College.

Mrs. Scharbrough also reported that a committee has been formed to recruit special populations. More details will be forthcoming.

6. New Business

- The Surgical Technology Student Association will conduct their Annual Garage Sale Fundraiser, Saturday, April 9th at the Century City Center parking lot. Donnie Kirk volunteered to work a table at that event to answer questions about Vernon College.

- A new conferencing system is being tested between the Joe Chat Sumner Conference Room at Century City Center and the Board Room on the Vernon campus. If you are interested in learning please see Greg Fowler.

7. Future Meeting Date

Friday, April 15, 2016

8:00 a.m.

Rooms 712/204

8. Adjournment at 8:55