

Integrated Marketing/Recruiting Committee

Minutes – November 14, 2014

Members Present: Michelle A. Alexander, Chair; Dusty Johnston, John B. Hardin III, Donna Egavil, Kristin Harris, Brandi Brannon, Greg Fowler, Sjohonton Fanner, Melissa Elliott, Holly Scheller, Jason Scheller, Criquett Lehman, Betsy Harkey, Julie Lama, Lyndon Burnham, Shana Munson

Members Absent: Christina Feldman, Melissa Moore, Amanda Raines, Melissa, Michael Scott, Michael Hopper, LeAnn Scharbrough, Christie Lehman, Deana Lehman, Debbie Alexander

1. Call Meeting to Order

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

2. Approval of October 10, 2014 Minutes

Action: Jason Scheller approval; seconded by Lyndon Burnham. The motion passed unanimously.

3. Remarks from the President

The Vernon Campus Enrollment Taskforce met and had a good meeting. They are charged with developing recommendations that we might try to generate enrollment on the Vernon Campus. The Taskforce will review and build upon the plan developed through the Integrated Marketing/Recruiting Taskforce.

Dr. Johnston is developing a White Paper about why and how Vernon College must “stay the course” on our student success agenda. This report will be released first part of January prior to Professional Development Day. The President sees this paper as the blueprint for the College’s next five years. Everyone is urged to read this report.

4. Veterans Sub Committee Report

Greg Fowler reported on the subcommittee has been researching ways that would help the College recruit more Veterans. The committee first review current Veterans’ services at Vernon College. Other than Debbie Alexander’s work and Financial Aid, we do not have much to offer at the present time. The conclusion reached by the subcommittee is: before we start to more actively recruit Veterans, we need to put things in place to support them and make it more attractive to Vets to attend Vernon College.

The subcommittee asked themselves several questions:

- How many military Vets do we have enrolled?
- Are we tracking this population?
- What is the population of Vets in the area?
- Who uses military benefits, how and why?

- What are we currently doing to recruit Vets?
- On our website is it easy to find financial aid?
- Do we have anyone dedicated to help Vets navigate college bureaucracy?
- Do we award credit for military service?

The subcommittee found that location and credit are the two biggest factors for Vets when they are deciding where to go to school. Debbie Alexander and LeAnn Scharbrough are looking into a credit system that already exists and will report to the subcommittee. The list of colleges already giving the established credit to Vets is very long.

The subcommittee researched the success other schools have had holding Vets events such as: parades for Veterans Day; lunches or dinners for Vets to celebrate their service; MSU holds a job fair aimed directly at Vets.

Greg suggested we begin tracking Vets over a two-year time span. Betsy Harkey is currently freezing data regarding Vets from 2012.

The Vets subcommittee also recommended removing the barriers for Vets. Provide a Chaps Express just for Vets, make a central location for Vet services and establish a support organization to help them. All the research shows that removing real or perceived barriers aids in their success. We need to hold events for Vets similar to Café con Leche. Help them fill out paperwork, forms and applications.

Currently there are 160 – 170 Veterans or their dependents attending Vernon College. The GI bill can transfer to Veterans' children; however, at present, we have a very small number of offspring attending under their parents' GI Bill.

The Vets Subcommittee will meet again and hopefully have something to vote on at the next meeting.

5. Social Media Practices and Guidelines

Jason Scheller reported that the committee has met and members are currently researching other policies and guidelines that schools similar in size to Vernon College already have in place. At the next meeting they will draft a policy for the Integrated Marketing/Recruiting Committee to review and vote on.

6. Sophomore Roundup – November 7 at CC

There were 181 students from seven schools who attended the event. Twelve programs were presented to the students. The event went smoothly, Melissa Moore thanked everyone for their help.

7. 4-H Youth Development Weekend

Sjohonton Fanner reported that 17 students participated in the weekend. Twelve SGA students helped with the event. The students were given a short tour then taken to King Gym to play basketball. The students loved it and Sjohonton has received 12 thank you

cards. Brandi did a shortened Chaps Express and Career Coach both of which were very helpful to the students.

8. Task Force Recommendations Updates/Reports.

Smart Catalog Demo

Michelle Alexander reported that progress implementing the Task Force recommendations is going well. During the spring semester, the Committee will begin working on another of the long-term recommendation: to move from a printed paper *Vernon College General Catalog* to an electronic catalog. Anita Aker from Smart Catalog will present an overview of Smart Catalog during one of our committee meetings. It was also noted that this company also assists colleges with developing on-line, interactive handbooks in place of static printed handbooks.

The difference between a PDF catalog or handbook posted to the website is that electronic catalogs and handbooks are completely interactive. This includes both search ability and immediate update capability. Rather than printing x number of catalogs or handbooks at one time, catalogs/handbooks or portions thereof can be “printed on demand.”

With a printed catalog/handbook if an error is discovered it has to be “lived with” until the next printing; in Vernon College’s case, once a year.

9. Marketing Recruiting Plans for 2014-2015

City View School Tour – November 14 (CCC)

Sophomore Roundup – November 21 (STC)

Search My Future (may be renamed) – March 26, 2015 (CCC)

GenTX – May 2015 (CCC)

Area IV FFA Convention – May 15, 2015 (Vernon Campus) Dr. Johnston mentioned that 300 students had been at Skills Training Center for the FFA District Leadership Conference. Dr. Harkey and Dr. Johnston are strongly encouraging that this event be held at the Vernon Campus next year.

10. New Business

Greg recommended Phi Theta Kappa be added to the recruiting plan. This is an ongoing recruiting tool for Vernon College.

11. Future Meeting Dates

Friday, December 5, 2014 8:30am Rooms 712/204

12. Adjournment

Action: Greg Fowler moved adjournment; seconded by Jason Scheller. The motion passed unanimously. Meeting adjourned at 9:15am.