

## Integrated Marketing/Recruiting Committee

Minutes – October 10, 2014

**Members Present:** Michelle A. Alexander, Chair; John B. Hardin, III, LeAnn Scharbrough, Donna Egoavil, Deana Lehman, Kristin Harris, Brandi Brannon, Christie Lehman, Greg Fowler, Sjhonton Fanner, Christina Feldman, Melissa Moore, Debbie Alexander, Holly Scheller, Jason Scheller, Criquett Lehman, Michael Hopper

**Members Absent:** Betsey Harkey, Amanda Raines, Melissa Elliott, Shana Munson, Dr. Dusty Johnston, Michael Scott, Julie Lama

### 1. Call Meeting to Order

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

### 2. Approval of September 12, 2014 Minutes

Action: Jason Scheller moved approval of the minutes; seconded by Greg Fowler. The motion passed unanimously.

### 3. Student Success Specialist

Brandi Brannon reported on the academic coaching she is conducting for students on academic probation. The Chaps Express program will continue next year.

### 4. Recruiting Report

LeAnn Scharbrough has moved into the College recruiting position. She shared a spreadsheet providing details of high school visits, individual meetings with prospective students and families, and college fairs attended. The purpose is to track those interactions to determine the effectiveness and ROI.

In addition to college fairs and high school visits, Mrs. Scharbrough is reaching out to community agencies such as Straight Street, The Boys and Girls Club and Faith Refuge.

A Fall II email blast reminder was sent out to all individuals who has applied for fall but not enrolled. The communication was sent to 1,278 people with 2,083 emails. Another email will be sent for the spring semester along with a postcard to those that do not have an email address on file. LeAnn is trying to include more information about Vernon College and she invited the committee to send her information they would like to see in the communication piece.

### 5. Calle Ocho and Café con Leche

Michelle Alexander reported on the success of Calle Ocho held Saturday, October 4 at the Wichita Falls Downtown Farmer's Market. Vernon College was the title sponsor. The College had a strong presence with several staff members onsite. 150 pairs of Vernon College sunglasses were handed out along with 200-250 wrist bands. We had the English and Spanish versions of the viewbooks and student checklists along with Continuing Education information.

Café con Leche was held at Century City Center on Tuesday, October 7. A total 50 students attended along with parents. Two sessions were presented, one in English and one in Spanish.

## **6. Task Force Recommendations Updates/Reports**

The Committee is moving ahead with the recommendations.

## **7. Marketing/Recruiting Plans for 2014-2015**

4 H Youth Development Weekend – October 18-19  
Sophomore Roundup – November 7 (CCC) and 21 (STC)  
Search My Future (may be renamed) – March 2015  
GenTX – May 2015; this event will be open to both high school juniors and seniors

Road to College will be held December 3rd at 9am. This is an elementary school initiative under Café con Leche. Dr. Johnston will welcome them, Roxanne Hill will give a presentation of the importance of college. Melissa Moore will talk to the kids about Dual Credit.

## **8. Social Media Guidelines and Practices Sub-Committee**

Christie Lehman reported that Jason Scheller was currently the only volunteer for this committee and that she would still take volunteers. Holly Scheller and Nina Feldman volunteered to join the group.

## **9. New Business**

Debbie Alexander reported that the Veteran population is a group that the College should target for recruiting. LeAnn Scharbrough currently has a call in to The Kitchen to set up a presentation to Vets. Brandi Brannon informed the committee that speakers are often requested for the Sheppard Air Force Base Education Department and perhaps we could present to them. Greg Fowler recommended a “come check your Vets benefits” ad campaign.

Greg Fowler agreed to chair a subcommittee composed of Debbie Alexander, LeAnn Scharbrough, Sjhonton Fanner, and Christie Lehman to discuss and bring ideas back to the Integrated Marketing Committee.

## **10. Future Meeting Dates**

Friday, November 14, 2014 8:30am Rooms 712/204  
Friday, December 5, 2014 8:30am Rooms 712/204

## **11. Adjournment**

Action: Greg Fowler moved to adjourn, seconded by Jason Scheller. Passed unanimously.  
Meeting adjourned at 9am.