

# Integrated Marketing/Recruiting Committee

## Minutes - March 2, 2018

The Vernon College Integrated Marketing and Recruiting Committee held its meeting on Friday March 2, 2018 in room 712 CCC/204 VC.

**Members Present:** Rachel White, Co-Chair; Holly Scheller, Co-Chair, Dr. Justin Blackwell, Sjhontont Fanner, Christina Feldman, Greg Fowler, Betsy Harkey, Ivy Harris, Mike Hopper, Dr. Donnie Kirk, Julie Lama, Deana Lehman, Melissa Moore, Amanda Raines, Jason Scheller, Jon Schreiber, Marco Torres.

**Members Absent:** Debbie Alexander, Sharon Anderle, Jean Castle-Wade, Shana Drury, Melissa Elliott, Kristin Harris, Dean Jim Nordone, Chase Thornton, Teresa Wallace, Monica Wilkinson.

### 1. Call Meeting to Order

Rachel White called the meeting to order at 8:32 a.m.

### 2. Approval of September 16, 2016 minutes

**Action:** Deana Lehman moved approval; seconded by Jason Scheller. The motion passed unanimously.

### 3. Activities Review/Update

- Rachel White reported over fall recruiting activities (Project Back to School, College Fairs/Career Days, Region 9 Adult Education Presentations, Transition Fair, Mini Maker Faire, Preview Day – Vernon, Sophomore Roundup, Walk for Warriors, ApplyTX Workshops, Scholarship Workshops, Calle Ocho, Café con Leche, Road to College, Individual & Group Tours, and the Home & Garden Festival) as well as upcoming spring efforts (Kirby Middle School Career Fair, Preview Day – CCC, Senior Send Off, Senior Blast Off, Rochester VoTech Roundup, and the Vernon College Community Event).
- The committee discussed Vernon College's role in future Home & Garden Events. It was decided that in the future Vernon College could scale back their participation in this event (by no longer having such a large booth space) and instead focus on marketing efforts and the Farmer's Market partnership.

### 4. New Business

- Dr. Donnie Kirk presented an update for the Vernon College QEP Initiative
- A subcommittee was formed in order to further review recruiting and marketing activities for effectiveness and best practices. Ivy Harris, Amanda Raines, Rachel White and Holly Scheller volunteered to be on the subcommittee.

### 6. Future Meetings

Friday, September 7, 2018 10:00 a.m. Rooms 712/204

Friday, December 7, 2018 10:00 a.m. Rooms 712/204

**7. Adjournment at 9:02 a.m.**