

Marketing & Outreach Committee

Tuesday, October 6, 2009

Meeting facilitated by Brette Lea

Members in Attendance: Linda Kluck, Lori Blewett, Bonnie Spanogle, Charles Quinn, Kathleen Christensen, Patty Scogin, Maria Young, Paula Ribeiro, Soon Merz, Ziv Shafir, Randy Martin, Natalie Mok, Erica Breedlove, Haydeana Gaviria, Imad Mucha???

1. Sustainability - Green pass was approved last night at the board meeting. Capital metro is giving the college a price break, and the program will start next spring for students, faculty and staff. The pass will only be good for one semester, and will be good for buses as well as the rail when it is available. All passes will have to be used along with ACC 's student/staff/faculty picture ID. The college will also have green parking slots. Users who qualify to have a green car (rules can be found at <http://www.austinc.edu/sustainability>), will be able to park in the special five parking spaces allocated at each campus for these cars. These new rules will take place November 1st, and communication push out will start Monday October 13.

2. Social Media – Kersta Caliz presented to the committee an overview that explained what social media has become:

- a standard form of communication
- an opportunity to reach target audiences through new channels
- an opportunity to push media
- to enable two-way communication

With the new media we expect to build relationships with target audiences, create platforms for sharing, reinforce messages of value to community, and improve communication. All the above are Public Information and College Marketing department's strategy.

What the college's departments can do to make themselves visible in social media is to let PICM know if the department has a Facebook, Twitter, or Blog account, ask if in doubt and share what they know.

The committee member asked if PICM could put together some guidelines/rules, workshops for departments interested in developing social media sites. They were informed that KC will be attending a conference in November about social media, and once she returns we will put together material to share with the rest of the college.

There were questions about what different issues social media can address, and for an example KC recommended that the committee check Stanford's Facebook page. Their page lists specific issues like their Facebook's office hours when students can contact a live person for direct questions.

3. Reports from Committee Members

-OIE – Soon reported that her department is getting ready for the October 30th retreat designed for public to better understand data. It is a four hour retreat at the Radisson, and invitation will

be sent out soon. They have a new SACS coordinator David Block, who will be working on getting the college ready for accreditation in 2013.

OIE will be making public cubes of information in their web page that can be separated into different classifications like age, race/ethnicity, grades, course, demographics, etc.

College wide SAS license is now available, interested parties just need to request it from OIE department, and they will have three different training sessions.

-A&R – Linda said her department is super busy with college connections, spring registration, and working on adhoc committee to change the registration schedule. A proposal will hopefully go out soon. They will have it ready to go when the new catalogs are sent to print in the spring.

-PICM – Patty informed the committee that they are in production of the continuing education and credit schedules. They have a recommendation to move away from printing schedules because they are not accurate any more by the time they are printed due to the continuous changes in class schedules. PICM is working on the initiative “less is more” by going from the workforce brochures to an information card that will draw the students to a webpage instead of providing the whole information about a program like the brochure does. By making it smaller, they are able to have the information in English on one side and in Spanish on the other side, which enables the message to reach out to our Spanish population. At the moment, they have 58 program brochures to be produced, and they are prioritizing by the most used by comparing to the previous years’ requests.

-SL – Lorie said that Student Life is scaling back on events, but preparing for more orientations this summer.

-HR – Erica is working on employment new template which should be more engaging – to emphasize in what ACC is in the community. They are still trying to decide how to advertize for Round Rock Campus.

-SGA – Randy shared that her group is making a new Facebook page to work on initiatives for recruiting that will help keep students updated. They had their retreat the previous weekend to have people mingle and get to know each other. They have also been working with the green initiative, and are now really excited to see it actually being started.

- 4. New I am acc Phace II** – PICM department brought the banner and camera to the meeting to take the committee member’s pictures. They explained that this initiative is to engage our staff and faculty in the retention initiative. The pictures will be posted on Picasa, and a link will be sent to the members to check them out. Nothing will be utilized or published without the proper authorizations.