

Marketing & Outreach Committee

Tuesday, April 7, 2009

Meeting facilitated by Brette Lea

Members in Attendance: Linda Kluck, Loretta Edelen, John Kennie, Lori Blewett, Adam Rethlake, Bonnie Spanogle, Marvi Reyes, Brice Gump, Charles Quinn, David Borden, Gaye Lynn Scott, Kirk White.

- 1. All Access Event** - Brette wanted to know what the group thought about the event, and if they thought it was a good tool for recruiting for next year. The number of participants was between 2000 and 2500. General opinion was that it went really well. There were even people from out of town, but the committee agreed that we should keep to campus individuality and the community it represents without leaving out the rest of the college. It might be a good idea to rotate it around campuses.

Round Rock campus opening could be the next event location in spring 2011. Loretta proposed that we should always showcase some of the programs that are usually not associated with ACC. The committee wanted to know if there were any concerns regarding funds spent putting together this event, and they were assured there were no complaints or comments, plus these funds had already been put aside for the event. It was an investment on inviting people instead of paying for advertisement space. For next year we expect to have a big sponsor like HEB. The group will follow on that.

It was suggested that next time there is only one stage instead of two, which might work better for the performers, and to make sure that the PA system focuses more to bring sound to the court yard instead of to the street.

- 2. Early Registration** – Marvi shared with the committee that the goal is to get the students into more on-line resources, and into counseling early. Credit course schedule has already been distributed, but there were some issues between Credit and CE course schedule being released after Credit schedule; although each campus was in charge of distributing their schedules. It would probably be beneficial to stuff faculty/staff mail boxes to make them aware of early registration happening so that they could talk to students about it. The goal of this campaign is that when this change happens, it will not impact our funding. Student member commented that at RGC student life is the best way to communicate to the student body.

- 3. Future Plans** - Our plan is to go back to the basics, to create pride in current students. Retention. Student Services has been working on surveying why our students do not stay at ACC. Some of the issues were that students did not know or were not properly advised regarding class transferability. Advising staff should focus on re-directing students so that they are not frustrated. Some students buy into the “you can get a degree in your spare time”, and they are not made aware that it takes work, and they have to make room for college into their busy life.

I am acc is geared more to the way the college should direct marketing to send the message that it can be done. It works only when students get connected to advisors and faculty. It is a person to person contact which retains the student.

Also, to not have a set goal will affect retention because first time college students really do not know in which direction they are going. I am acc campaign could address the issue that going to school makes you better, and you need to move on. Are we trying to be partners with UT? This college is providing skills to attain whatever the student goal is... either to transfer to a four year institution or to obtain skills to go work and make a living.

4. **Internal Marketing Campaign** – Admissions and Records would love to partner with PICM towards retention and success. It is very important that this campaign is not only about growing, but also about keeping our individuality – small school contact. Student panels work very well at letting students see how other students have succeeded, and to inspire them to do it too. We could accomplish the same effect with I’m ACC stories. Maybe an “I’m accessible” button to wear to show students we are here to help, or different buttons to read I’m ACC administration, CE, etc. A car sun-visor to read I’m ACC to help unify both students and faculty/staff was proposed. The committee agreed this is a good direction to go in conjunction with our outside campaign.
5. **Other**
 - a. Kirk and David - said they were not sure summer GED programs will get any stimulus funds for the department.
 - b. Charles - said his department has created a new green program that might need to be promoted for this fall.
 - c. Linda – A&R is getting ready for graduation and it will take place at the Irwin Center on May 14th. They still do not have an exact number of graduates because the application deadline was extended to March 30th. Wilhelmina Delco will be the speaker at the event, and the theme will be geared to the 35th anniversary.
 - d. Bonnie – is working on setting advertising schedule back in line and paying bills.
 - e. Marvi – is now our Senior Public Information and News coordinator, and is currently working on hiring the new Media Relations Coordinator. She also informed the committee that one of our graphics position has been converted into a writer position, which will help with all our brochures and publications. They will really be working on a new look gearing them into web content. They are also hiring some hourly help for web support.
 - f. Student representatives – Invited the committee to visit their website for various events going on and to vote on line.
 - g. Loretta – wanted to know what would be a good tool to ask students to participate on “I’m ACC” and tell their story. Brette proposed to include the question in one of the surveys regularly taken. Loretta is getting ready to host “Ms. Juneteen”, the women’s conference, and various foster care students events for the summer.

Next meeting will be held June 2, 2009.