

## Marketing & Outreach Committee

Tuesday, September 1st, 2009

Meeting facilitated by Brette Lea

Members in Attendance: Linda Kluck, Loretta Edelen, John Kennie, Lori Blewett, Bonnie Spanogle, Juanita Mendez, Kathleen Christensen, Paula Ribeiro, Raja Faris, Eric Breedlove, Charles Quinn, David Borden, Gaye Lynn Scott, and Kirk White.

- 1. Introductions** – Brette welcomed new members, and explained we still have not received all the representatives' names from the different associations. We will probably have full committee by next meeting.
- 2. Fall Enrollment Numbers** – At this moment we are seeing a 4000 student increase for FY10. It has surpassed any projections we had. 18% of this increase is blacks and 15% Hispanics. Our efforts this summer included sending the two mobile goes out to the community with key demographics; we had three information sessions, and sent direct e-mail out alerting prospect students about registration deadlines. We feel we have a great template for next year to work with Round Rock, and the annexation plans.
- 3. Retention Campaign** – We have had the “i am acc” campaign for a while now, but feel like we left out getting the full support from faculty and staff. We need to have a web page for you or someone on your staff to put their story up. It can be about what they do at ACC, or how working at ACC has impacted them personally. We need to turn the campaign in side to our faculty, classrooms, and departments so that they too can feel like “i am acc”, and not only the students being “acc”. The group agreed that ACC is great place to work, and people want to stay. What we need to do is project that enthusiasm towards our students so they want to stay as well. We will be starting this campaign with posters (regular size), banner stories (about three keys to success in college), direct mail and e-mails. We will probably launch these messages when students are preparing for first test or assignment, and after first test or assignment results come back.

We need to keep working with Admissions and other departments to keep the communication lines open with students.

Some ideas:

- How to use facebook – maybe the library could hold a forum on how to use it.
- A time on facebook to have counselors answer specific questions to students?
- \*We are still figuring the guidelines for social media.
- Maybe a business card that encourages telling the story?

- 4. I am ACC phase II** – We are working on enhancing the “I am ACC” page to make it more engaging. Our next wave of billboards and ads will come directly from this page. We need focus groups on line to start discussing specific topics – like ‘how to prepare for first paper’, “how to study”, “how to handle stress”, etc. It would be an interactive forum – a chat on line – introducing the supplemental instruction. Have the sessions that already held on campus and move them to this new on line chat level. We will invite KC to our October meeting,

as she is the person who has been working with all our social media. Different policies have to be set for each different media, but the same information has to be sent to each of these tools. It was suggested that we send this retention message out by cell phone or e-mail. What or who is most important to touch? The group decided that we have to have faculty more engaged on retention of their students.

- a. Get faculty the materials to engage their students.
  - b. Get faculty to engage their students.
  - c. Obtain information from faculty on what is best to be successful on their class.
  - d. Based on faculty feedback, we can consolidate and put out some type of communication to faculty.
5. **Other – Mascot** – We are having an ugly pink bunny running around Welcomepaloozas, saying “We are looking for a mascot... please not let it be me”. The mascot committee wants to include faculty and wants to hear what everyone has to say, and then filter the suggestions down to 12. Run them through Community, faculty, staff, children, and the last five will be taken to the board plus an outside consultant to make a presentation. If the Board is happy with any of these five finalists, it will be taken to voting for the final one. This will be a very lengthy because we want to have as many opinions as it might be necessary, and we want to take the time to get it right.