

## Marketing Outreach Committee

### Meeting Minutes

Sept. 2, 2008

Chair: Brette Lea

Members in attendance: Patty Scogin, Raja Faris, Linda Kluck, David Borden, Luanne Preston, Loretta Edelen, Juanita Mendez, Ziv Shafir, Lori Blewett, Gaye Lynn Scott, Chris Rosales (SGA), Kersta Caliz (Guest)

Agenda:

#### **“Ability to Benefit” marketing (adult education) – Loretta Edelen and David Borden.**

A meeting will be set up between the Public Information & College Marketing department and AE to discuss the approach that should be taken toward this audience.

#### **35<sup>th</sup> Anniversary**

The October celebration event has been moved to later in the Spring. An April date is being discussed and will be chosen with the next few weeks. A calendar of proposed anniversary tie ins is attached.

A 35<sup>th</sup> anniversary logo has been designed and will be incorporated into publications throughout the year.



#### **Status of Registration Module and Process/Timeline 2 – Lori Blewett**

Bonnie Spanogle will coordinate a new date for the online presentation of this module.

**Campus posting policy – Lori Blewett**

Each campus manager maintains a certain number of billboards on which posters can be displayed. Wall space may or may not limit the number of locations for boards. The cost of purchasing the animated signs for campus entrances will be researched.

**Enrollment #'s 35,500 / 12<sup>th</sup> day #'s 35 on 35 – Ziv Shafir and Linda Kluck**

Both Shafir and Kluck confirmed at the 35,000 mark would be hit after the 12<sup>th</sup> class day.