

**Marketing Outreach Committee (MOC)**  
**Meeting Minutes**  
**February 14, 2006**

Members in attendance:

*Dwayne Cox, Linda Kluck, Andrew Saldana, Darla Johnson, Sandy Gaskin, K. Leigh Hamm Forell, Ziv Shafir, Anna Lamb, Bonnie Spanogle, Kathleen Christensen, Mary Hensley, Mary Harris, John Kennie, Loretta Edelen, Gaye Lynn Scott, Charles Quinn and Donetta Goodall*

Guest: *Edward Terry*

**Update on Web Enhancement Sneak Preview – Edward Terry**

An enhanced version of the ACC home page has been in the works for the last 6 months. A sneak preview of the enhanced version was released on February 1. The site is set to go live in March. The new page no longer has the space taking large central image. The content was the main focus of the change. A new and expanded version of the news & announcements section has been included. This section will change weekly with spotlights on programs and people. A new calendar program was purchased and introduced. This new program will enable persons to submit events which will be reviewed by Sylvia Partida. Approved events will be made available on the calendar section of the home page. Research will be conducted to find a way to provide information and links to the ACC cable channel (channel 19). Anna Lamb will promote the new home page in an upcoming issue of the ACCent student newspaper. Media releases may also be sent out to promote new site change. People are encouraged to provide online feedback on the page redesign. Sneak preview of site: HYPERLINK "http://www.austincc.edu/eterry/" <http://www.austincc.edu/eterry/>

Site feedback: HYPERLINK "http://www.austincc.edu/surveyor/index.php?sid=17" <http://www.austincc.edu/surveyor/index.php?sid=17>

**San Marcos Annexation Update – Dwayne Cox**

A public hearing was held in San Marcos on February 2. In attendance were 50-60 guests with 3-1 in favor of annexation. It was reported that there was some organized opposition. San Marcos is in dire need of a secondary option for higher education. A possible land donation may be given in the future.

Information about the San Marcos annexation is provided on the Future of ACC web site. HYPERLINK "http://www.austincc.edu/future/faq.php" <http://www.austincc.edu/future/faq.php>

**Roundtable Discussion**

An article was recently printed in the Austin American Statesman noting that in spite of earlier expectation, Texas State may not get needed funding for a nursing program at RRHEC. ACC will take this opportunity to promote its exemplary health sciences

program.

The next MOC meeting is scheduled for March 7 at 1:30 p.m. in room 213 at HBC. This meeting may be moved to a larger room if one is available during this time. A notice will be sent of any room or time changes.