

MOC Meeting Minutes
February 12, 2008

Chair: Brette Lea

Members in Attendance: Charles Quinn, Sandy Gaskin, Linda Kluck, Patty Scogin, Darla Johnson, Lori Blewett, Bonnie Spanogle, Renee Esparza, Christine Sattler, Kathleen Christensen, Juanita Mendez and Donetta Goodall

“I Am ACC” television spots have begun airing on local networks. A call for testimonials is being put out college-wide. A second video/ photo shoot to be held on February 25th. About 12-20 people will be interviewed for future advertising. This session will be geared towards bilingual, faculty and alumni. Spotlights may be done on target programs.

The “I Am ACC” web page is in its final testing stage and will be launched within the next few days. The new site will highlight persons with ACC testimonials. The initial individuals are those that are now being used in tv and print advertising. There will be an innovative space on the site that will allow users to upload and share their own testimonials along with photos and videos. These spots will be reviewed before made public. www.austinctt.edu/iamacc

Billboards will be going up in March in two areas of IH 35. The signs will engage readership not only native Austinites but those from north and south of Austin.

Discussion and suggestions were given with regards to the ACC 35th Anniversary Gala. A campus-wide celebration to occur in the fall curtailed by an “invitation” only event for ACC Foundation Members and invited guests. Two publications including a retrospective look at ACC’s history as well as a kid friendly coloring book are planned.

The next MOC meeting is scheduled for Tuesday, March 18th at 1:30 p.m. at HBC, room TBD