

Marketing & Outreach Committee

Meeting Minutes

April 10, 2007

Facilitator: Brette Lea

Members in Attendance: K. Leigh Hamm Forell, Linda Kluck, Charles Quinn, Sandy Gaskin, Darla Johnson, Ziv Shafir, Kathleen Christensen, Soon Merz, Gaye Lynn Scott, Loretta Edelen, Bonnie Spanogle and Patty Scogin

Brette Lea, new Executive Director of Public Information & College Marketing was introduced to committee members.

Discussion: PICM has been requested to come up with the concept and create a short video for ACC board members and the president. The video would be presented at various speaking engagements.

Discussion: The “brand” of ACC is to be revisited and tweaked. MOC will be asked for input and guidance on recommendations.

Discussion: PICM would like research to be conducted on the thoughts that external community have about ACC.

Discussion: The idea of placing a rotating banner story on the main ACC web site was discussed. This would be a story that PICM puts together or is received from other departments that would be about a person, courses or projects. Stories would rotate out either weekly or monthly.

Discussion: ACC to address the new “Virtual Reality Marketing or Web 2.0” concept.

Discussion: A resource area was added to the PICM site <http://www.austincc.edu/marketng/resources/> that includes items as follows: Tips on Giving Talks, Photos, Templates, Logos and ACC “Factoids”

Discussion: PICM would like to work with Video Support Services to work out a way that will better utilize the capabilities of Channel 19.

Discussion: The Weekend College program is expanding and courses will be offered at both the Northridge and Riverside campuses. Eventually the Weekend College program will be expanded to 4 campuses.