

MOC Meeting Agenda

Tuesday, June 10, 2008

Chair: Brette Lea

Members in Attendance: Kathleen Christensen, Loretta Edelen, Juanita Mendez, Gaye Lynn Scott, Linda Kluck, Lori Blewett, Raja Farris, Renee Esparza, Sandy Gaskin, Kathy James, David Borden and Soon Merz

Round Rock Annexation Success

Annexation efforts were successful, winning with 65% of the vote. We are putting together communications plans to keep the community updated on progress on the RR campus. Web page at austincc.edu/rgc.

Information for the public regarding refunds to be included on ACC web as well as other suggestions for information nugget links.

HIS Enrollment

Hispanic numbers are down, ideas for increasing Hispanic enrollments. Numbers lost ground in FY08. A marketing plan including a partnership with Univision to be launched with new "Yo Soy ACC" TV spots to air beginning June 23. Grassroots efforts such as working with the community on neighborhood events will be broadened with assistance from Student Recruitment and Dr. Armenta's staff. Spanish speaking recruiter, Alejandra Martinez is maintaining a log of incoming callers. This log will be used as a basis for future focus groups. Alejandra will be featured in one of the new "Yo Soy ACC" TV spots on Spanish language television. Special interviews with Alejandra have been taped and will also air on Spanish language television.

35th Anniversary Update

A meeting was held earlier this month with the 35th Anniversary Advisory Committee. This committee will oversee and make suggestions for events to be held throughout the college in recognition of the upcoming college's anniversary. An important part of this process will be to create an archiving system for historical data and photographs for the college.

Discussion for FY09

A PICM staff member or a representative from MOC to meet with the Full Time Faculty Senate as well as the Adjunct Faculty Association to research how to better support internal messaging to students. Posters and flyers could be provided as reminders to students that support services are available.