

**MARKETING & OUTREACH COMMITTEE  
TUESDAY, SEPTEMBER 11, 2007**

**MEETING MINUTES**

**MEETING FACILITATOR:** Brette Lea

**MEMBERS IN ATTENDANCE:** Linda Kluck, Lori Blewett, Kathleen Christensen, Darla Johnson, Kathy James, Charles Quinn, Linda Haywood, K. Leigh Hamm Forrel, Ziv Shafir, Patty Scogin, Juanita Mendez, Sandy Gaskin, Soon Merz, Loretta Edelen, Mary Harris, Mary Hensley, John Kennie

*Dates of FY08 MOC meeting dates were given as follows:*

All meetings are held the 2d Tuesday of each month (unless noted otherwise) from 1:30 p.m. to 3:00 p.m.

Tuesday, Sept 11      HBC, Room 214

Tuesday, Oct 9 HBC, Room 214

Tuesday, Nov 13      HBC, Room 214

No December Meeting

No January Meeting

Tuesday, Feb 12      HBC, Room 214

Tuesday, March 18   HBC, Room 214

Tuesday, April 8      HBC, Room 214

Tuesday, May 13      room TBD

Tuesday, June 10      room TBD

Tuesday, July 8      room TBD

## **FY08 MARKETING PLAN – Brette Lea**

Image Campaign Mission: To develop an identity that increases public awareness of the college's unique mission and vital contributions to the community, creates a sense of community pride, and results in brand value.

## **FY08 MARKETING COMMUNICATIONS PRIORITIES – Brette Lea**

Support Closing the Gaps initiatives

Reach Hispanic-Serving Institute status (25%)

Increase outreach, especially among traditionally underserved populations:

Minorities

Economically Disadvantaged

First in family to attend college

Support annexation/expansion efforts

Round Rock

Lay the foundation for future expansion

San Marcos

Pflugerville

Bastrop County

Drive year-round visibility that results in increased:

Public awareness

Enrollment

Community Support

Legislative Support

Donations

Pride

## **IMAGE VIDEO**

A completed and final version of the new ACC image video was shown to the committee. The unedited version was shown at fall General Assembly in August. The image video is a take on "reality marketing" and represents the current, and future products of ACC. Video premise is to create a good vibe about ACC and raise public awareness. A meeting will be held with Kolar Advertising in the near future to discuss new spots. Kolar is the company that helped produce spots such as "Oh Brother" and "Judo." The hope is to have new spots airing within the next 6-9 weeks.

## **SPANISH CUSTOMER SERVICE**

ACC has been working with miAvenida to answer Spanish language incoming calls. The success of this innovative service was phenomenal. In one week, over 450 telephone

calls were sent to the miAvenida operator. Even though the feedback and draw of potential ESL students was wonderful, the college was unable to successfully register everyone that had responded. A balance of marketing for Spanish language students as well as realistic capacity will be considered for future marketing purposes.

### **FLEISHMAN HILLARD**

Discussions will be conducted with the Fleishman Hillard consulting firm. They will assist us with putting together focus groups, conducting research and consulting services.

### **TARGET ADVERTISING**

Ideas for programs of interest were suggested to the PICM department. These specific areas would be incorporated into the current plan for the fiscal year. Arts, Nursing, Allied Health, GED, single parents, minorities, weekend college and the non-traditional student were suggested.

### **STARZKY**

The mascot idea is currently tabled until further research can be conducted.

### **OPEN DISCUSSION**

Arts & Humanities Arts in Review 06-07 Video <http://www.austincc.edu/ah/videos/arts07.ram>

e-Newsletter

<http://www.austincc.edu/newsroom/index.php/category/enewsletter/>