

Marketing & Outreach Committee

Tuesday, October 7, 2008

Meeting facilitated by Brette Lea

Members in Attendance: Patty Scogin, Soon Merz, Kathleen Christensen, Raja Faris, Linda Kluck, Loretta Edelen, John Kennie, Ziv Shafir, Bonnie Spanogle, Lori Blewett, Jan King, Adam Rethlake, Christopher Rosales

1. ENROLLMENT NUMBERS

Brette Lea shared a report on 12th day numbers for the fall 2008 semester. The shared focus on the part of PICM and SRO may have impacted the increase in enrollment among minorities.

2. EVENT REGISTRATION MODULE UPDATE

Research is still ongoing. Bonnie Spanogle spoke to Neil Vickers and was told that the college was already committed to using a similar system called TouchNet. TouchNet, an online payment system is going to be implemented within the next few months as an avenue for students to pay for classes. The feasibility of using TouchNet and how it correlates to the Active Data Exchange online calendar will be looked into further.

3. COURSE SCHEDULE PRINTING

Due to the fact that registration dates are moving up, way ahead of publication print dates; printed copies of the course schedules are not current or always correct. Patty Scogin shared that the Course Schedule Development Committee recently had made a proposal to stop printing credit course schedules. Students would have access to a smaller "Registration Guide" version and be led to online version of the schedule. Other college's in the state of Texas have already starting phasing out printed schedules and have not seen any reflective decreases in enrollments. MOC voted unanimously to discontinue printing credit course schedules when the time is appropriate.

4. UNIVISION PARTNERSHIP/AHORA SI

Alejandra Martinez will continue to be spotlighted and interviewed by Univision. Brette shared that Alejandra's appearance on *Despierta Austin* has shown a significant increase among Spanish speakers calling for course information. Both the *Despierta Austin* and *Ahora Si* (Austin American Statesman Spanish publication) provide additional avenues for sharing event or deadline information with the Hispanic audience. Marketing invited anyone with events or program information aimed at the

Suggested topic for next MOC meeting: Criteria on college announcements on Gmail

Next MOC meeting date is November 4