

Marketing & Outreach Committee
Meeting Minutes
Tuesday, December 14, 2005

Members in Attendance: Dwayne Cox, Ziv Shafir, Darla Johnson, Linda Kluck, Bonnie Spanogle, Patty Scogin, Sharon Duncan (substituting for Sandy Gaskin), Charles Quinn, K. Leigh Hamm Forrell, Gaye Lynn Scott.

Guests in Attendance: Donetta Goodall, Loretta Edelen, Kathleen Christiansen, Marvi Reyes, Stephen Clifton, and Raakhee Patel

K. Leigh shared a presentation containing ideas with regards to a spring outreach festival/campus showcase organized by the Student Recruitment Office. The event is not intended to tie in to College Connection but to target the general public as well as high school students. The proposed time frame of April/May was tentatively narrowed down to Friday, April 7, to take place at the Riverside Campus. Both credit and Continuing Education opportunities would be showcased. One campus is preferred over multiple campuses for the event, in order to ensure event vs. quantity. Plans are to make this an annual event that could be rotated to other campuses if decided. A task force led to Student Recruitment will be forming to plan the event. Suggestions were to make the event as interactive as possible, with plenty of hands-on activity and to confirm specific features so they can be included in the event promotion.
See attached presentation – (read only)

Donetta Goodall shared a presentation on the ACC Math & Science Academy, held last summer to offer hands-on math and science instruction to a select group of area fourth-graders drawn from Title 1 schools located near the Eastview Campus. Twenty-four slots were created, and 14 students attended. Plans are to repeat the academy, drawing new fourth-graders and inviting back the previous participants to act as “teacher/mentors” for a period during the event. Targeted students are ethnic minorities who have been identified by their schools as losing interest in school. Academy partners included Austin ISD, ACC’s G-Force volunteer group, and various math and science faculty members who prepared the curriculum and taught the children. The long-term success of the program is dependent on funding and staffing for the academy, in order to build on AISD partnerships, take advantage of emerging opportunities to partner with St. Edward’s University and Texas State University, work through logistical details, and ensure follow-up with students. Discussion included opportunities for a half-time position and grant possibilities.

Loretta Edelen shared a presentation on Hip Hop into College, held recently at the Eastview Campus, with assistance from the Student Recruitment Office and Darla Johnson. Event included motivational speakers, Huston-Tillotson dancers, and a poetry slam. The next Hip Hop event is scheduled for March 25.
Suggestions included moving the SRO showcase proposal to the Eastview Campus and

combining it with Hip Hop into College in order to build on the success of Hip Hop and avoid creating confusion with community events so closely together.

Round Table - Dwayne Cox gave information on the South Austin Campus opening celebration, tentatively scheduled for the Friday before classes start. Suggestions were to move the event to a few weeks after classes start and to use the event as a mini-ACC showcase featuring all educational opportunities.

Dwayne briefly mentioned that the World Conference on Information Technology is scheduled in Austin in May, and Continuing Education plans to host a training program beforehand to help the local hospitality industry train their staffs and receive credentialing.

The next MOC meeting is to be held on January XX at 1:30 p.m. in Room XXX at HBC.
Agenda items will include: