

## MOC Meeting Minutes

May 9, 2006

### Members in attendance:

Linda Kluck, Anna Lamb, K. Leigh Forell, Ziv Shafir, Alida McCullough (A. Saldana), Gaye Lynn Scott, Patty Scogin and Dwayne Cox

Guest: Veronica Obregon

**Integrated Marketing Plan:** The Public Information & Marketing office relies on MOC for additional ideas and bullet proofing when it approaches themes such as “Closing the Gaps”, appealing to target audiences and ACC standards.

PICM is launching a new theme for the catalog, student handbook, course schedules and registration ads. The new theme is – ACC: “Where the Focus is on You”. All materials will have the “Focus on . . .” idea and kept through the year. The new theme encompasses a wide range of possibilities such as “Focus on You” or “the Future”, on “the Community”. “Focus on You” is to be used for the new 2006-07 catalog, student handbook and course schedules. Actual student faces will be used on covers. All but one face will be subdued with one student face emphasized with 100% contrast. Student faces will change with different publications. Maximum diversity & mix of student representation will be used when building covers of print materials. The image campaign will also effectively spill over into advertising for Quick Careers (successful slot in Summer ACC News) and also for September ACC Showcase.

**South Austin Campus Related Activities:** Bonnie Spanogle reported that the promotion schedule for SAC will include an awareness drive to highlight SAC as well as the rest of the college. June advertising for SAC will have tags attached that say “New Campus Opening Soon” and SAC specific event ads will run after registration ads.

Over \$5,000 has been collected from vendors to underwrite/sponsor costs related to ACC Showcase. In return, businesses will get logos on display items to be seen by attendees.

Veronica Obregon was invited to share information regarding media releases for SAC. As of now, PSA’s will run on television and in the works is a special pullout section of the Austin American Statesman. ACC is in discussion with KXAN to be a key partner with sharing ACC’s message. KXAN is very interested and impressed with our mission.

An internal message is to be written and sent to all faculty and staff via email. The purpose of this internal message is a courtesy update on the opening of SAC and how it may or may not affect other campuses. A reminder will be included to say that the SAC will help with additional classroom space for otherwise full or canceled classes.

**Other Discussion:** The ACC Board of Trustees have voted to include “District” in with the college’s official naming designation. It is not yet decided if “District” is to be added to the official seal or logo. This will be an agenda item at the next MOC meeting.

**Tentative Agenda for Next Meeting:** Update on logo, new student photo IDs, seal & logo redesign, and SASAKI

Next meeting date, time and location: June 13, HBC room 214 , 1:30 p – 3 p