

Marketing Outreach Committee  
Meeting Minutes  
June 12, 2007

*Members in attendance: Bradley Burnett, Lori Blewett, K. Leigh Hamm Forell, Darla Johnson, Renee Esparza, Ziv Shafir, Soon Merz, Sharrion Jenkins (Gaskin), Patty Scogin, Kathleen Christensen, Bonnie Spanogle, Melinda Baker (Saldana), Linda Kluck, Loretta Edelen*

*Chair: Brette Lea*

Discussion: **Student Life Marketing**

The Office of Student Life is in the process of finding the most effective way of placing their information in front of students. Some of the suggestions have been to post in bathrooms, chalk on sidewalks and yard signs.

Recommendation:

Proper size flyers could be placed in Arts and Humanities event programs. To approach and discuss the potential of increasing visibility on campus bulletin boards with the campus managers. The concept of an "ACC Street Team" was addressed. Incentives for students for participating in the "Street Team" program may be necessary to get them involved and enthused.

Discussion: **Mascot**

PICM shared the idea of creating a college mascot. Initially the thought was to have the mascot play off of the ACC district logo by using a star figure.

Recommendation:

Further input and feedback to be collected to ensure that the new mascot fits in with the college's image.

Discussion: **Image Campaign**

The PICM department is embarking on strengthening ACC's image by investing more in research and branding. ACC's administrators have agreed to focus on the need for additional money to support this initiative. Strategic ad placement online, partnership with Univision and in Spanish language publications to hit those in the areas targeted in "Closing the Gaps". A "Reality Marketing" project to be conducted via testimonials from faculty, alumni, staff and students.

Discussion: **Casting Call**

The casting call would be an event held at one of the campuses to find out what "ACC means to me" or "what's your ACC connection?" Community, staff, students would be invited to participate in videotaping, photograph sessions and testimonial interviews. Ads on the radio, television, poster and flyers, media releases would be placed and given prior to event. Another opportunity to create a buzz on ACC is to provide an opportunity for people to submit video clip ideas via Youtube and have public voting on clips.

Next meeting on 7/10/07

