

Marketing & Outreach Committee (MOC)
Meeting Minutes
Tuesday, April 13, 2004

Members in attendance: Loretta Edelen, Kathleen Christensen, David Fonken, Sandra Gaskin, Sharon King, Linda Kluck, Patty Scogin, Bonnie Spanogle, Ron Brey and Christopher Vinger, plus Dahlia Anzaldua

Not in attendance: Cile Spelce, Donetta Goodall, Mary Hensley, Mike Midgley, Mary Harris, Luanne Preston, Ziv Shafir, Val Cantu, Andrew Saldana, Laura Hague and Cassandra Mattes

The minutes from our March 9, 2004 meeting were approved.

Patty Scogin summarized a number of Master Plan initiatives from the Marketing and College Relations department. The committee offered its endorsement and support. She also reported on a letter to be sent from the President's office to approximately 13,000 local graduating high school seniors encouraging them to consider enrolling at ACC in the fall. The cost of the mailing will be approximately \$5400 plus the cost of purchasing the mailing list (approximately \$800 for two mailings).

Linda Kluck led a discussion about the possibility of mailing a welcome letter to all new applicants. It would cost about \$16,000 to mail a letter to each of the approximately 35,000 new applicants we hear from in one year. She reported that A&R has proposed a Master Plan initiative for staff and programming support to implement communications management via Datatel.

Kathleen Christensen reported on progress in planning for an enrollment management plan.

The next MOC is scheduled for June 8th from 1:30-3 pm, HBC 221.