

Discussion:

Current Marketing Activity through the Marketing and College Relations Dept.

\* 1<sup>st</sup> Spanish TV ad

# Marketing and Outreach Committee

9/14/04  
1:30 pm  
Room 221

**Meeting called by:**

Sandy Gaskin, Chair

**Type of meeting:**

MOC

**Facilitator:**

Sandy Gaskin

**Attendees:**

Julie Todaro, Linda Kluck, Patty Scogin, Kathleen Christensen, Ziv Shafir, Bonnie Spanogle, Sandy Gaskin

## Agenda topics

**MOC Focus**

*Sandy Gaskin*

Discussion:

Functions of the committee were read.

Concerns that committee be viable were expressed.

Conclusions:

Committee members felt that committee could make a difference and become a clearinghouse for

College-wide activities.

Action items:

Membership will be encouraged to begin attending more

regularly.

Person responsible:

Sandy

Deadline:

Next meeting

**Update Current Activity**

*Patty Scogin*



~~Discussion:~~ Navarro goes to high schools to support recruitment efforts

\* ~~Library minutes with high school students at Strategic Enrollment Plan. ACC libraries~~  
~~some research~~ that was begun last year, and now would be a good project for the MOC.

This would provide a comprehensive picture of what is currently being done for  
Cedar Park High School and Round Rock High School – in addition librarians work  
outreach. The initial data collection is still ongoing and the concept and what has been  
for ACC in the done so far will be presented to the Dept. Chair meeting.

evenings  
An events coordinator would be a very useful position to ensure that someone has a  
comprehensive view of everything that the college is doing in terms of outreach. Many  
different areas are doing outreach now, but there does not seem to be just one office that  
really knows the whole picture.

Attached is a report from each area in Student Services and what their marketing  
available on high school webpages and needs are. The list was reviewed and those that could be done now were noted.  
links to the ACC library site.

Conclusions:

\* Marketing Intern from UT goes to  
MOC will continue to support this  
classes to present on honors classes.  
project.

Action items: Present what had been done to date	Person responsible:	Deadline:
	Kathleen Christensen	Next Meeting
	<b>Library Services</b>	<b>Julie Todaro</b>

Discussion:

Library Services is very involved in recruitment efforts on behalf of ACC.

<p> <del>At this time, information regarding Spanish resources to be provided to Web Committee.</del>  <del>Possibility of placing racks for course schedules in high school libraries to be evenings.</del> </p>	<p>           high schools to support recruitment efforts            Librarians meet with high school students to share what is available in ACC libraries            Cedar Park High School and Round Rock High School – in addition librarians work            for ACC in the            evenings.         </p> <p>           * Grant funds have enabled staff to create a series of web pages “Life After HighSchool.” This is available on high school webpages and links to the ACC library site.         </p> <p>           * Marketing Intern from UT goes to classes to present on honors classes. Internal marketing to encourage honors enrollment. Marketing efforts with high school honors classes to encourage ACC enrollment in honors classes. Encourage ACC faculty who teach honors to help market the honors classes as well.         </p> <p>           * Card Catalog in Spanish            * Spanish language resources            * Webpages for ABE and hearing impaired.            * ACC Librarians supervise in 5 high schools for evening classes. These would be good sites to put brochures and copies of the schedule.         </p>
<p>Conclusions:</p>	

<p>Action items: Information regarding Spanish Zip code analysis resources to be provided to related to Web Committee admissions growth Possibility of placing racks for course schedules in high school libraries to be investigated.</p>	<p>Person responsible: Julie Todaro</p>	<p>Deadline: Next Meeting</p>
<p>None at this time</p>	<p><b>Admissions</b> <i>Linda Kluck</i></p>	
<p>Discussion:</p> <p>Recruitment and Outreach is a very important part of admissions.</p> <ul style="list-style-type: none"> <li>* Informational posters and materials for deadlines are posted on every campus</li> <li>* Communication to applicants is done through the Communication Management Module with Datatel</li> </ul>		
<p>Conclusions:</p>		
<p>Action items: None at this time</p>	<p>Person responsible:</p>	<p>Deadline:</p>
<p><b>OIE</b> <i>Ziv Shafir</i></p>		
<p>Discussion:</p> <p>Office of Institutional Effectiveness is ready to give whatever support to the MOC that it can. Ziv reminded us that a great deal of useful information is available through the OIE.</p>		
<p>Conclusions:</p>		

<p>Action items:</p> <p>Zip code analysis related to admissions growth data will be presented at the next meeting</p>	<p>Person responsible:</p> <p>Ziv Shafir</p>	<p>Deadline:</p> <p>Next Meeting</p>