

MARKETING & OUTREACH COMMITTEE MEETING MINUTES

Tuesday, November 14, 2006, 1:30 p.m., HBC 411

In Attendance – Charles Quinn, Ziv Shafir, Sandy Gaskin, Gaye Lynn Scott, T. Renee Esparza, Lori Blewett, Bonnie Spanogle, Darla Johnson, Linda Kluck, K. Leigh Forell, Mary Hensley, John R. Kennie, Loretta Edelen, Patty Scogin

Agenda Items:

Mobile Go/College Connection – The event will take place Thursday, Nov. 16 at EVC. Representatives from the Coordinating Board, AT&T, AMD, Texas Pioneer Fund, TG, and 22 school districts will attend. Hensley encouraged everyone to come.

Weekend College – Planning continues and courses are still being added to make certificates and degrees available by taking courses on the weekends at NRG and RGC. Ads were placed in the course schedule, the website was updated, and an additional weekend college course schedule was produced.

Billboards – Reagan Outdoor, ACC's billboard vendor, has submitted a proposal for a single billboard on I-35 or several poster boards in various locations throughout the city. Discussion centered around which would be most cost efficient in reaching our closing the gaps audience. The committee chose to go with several boards around town.

CE Promotional Posters

Open Discussion/Announcements

Next meeting scheduled for Tuesday, February 12, 2007, 1:30 p.m.