

# Marketing/PR/Recruitment Committee

September 3, 2013

11:00 AM

Building 9 Room 919

**Chair:** Daniel Wilson

**Vice-chair:** Lentz Stowe

**Secretary:** Juanita Gardner

**Members Attending:** David Crosby, Lisa Hill, Penelope Radcliffe

**Resources Attending:** Betty Gray, Jay Sullivan, Wes Sumner

**Guest:** Sara Singleton, Rick Anderson

## ***Minutes from Meeting September 3, 2013***

### **Agenda Item**

#### **I. Officer Selection**

**Presenter:** Penelope Radcliffe

- Penelope Radcliffe moves that we reinstate all officers. Lisa Hill second. All agree.
- Daniel Wilson accepts chair, Lentz Stowe accepts vice-chair, and Juanita Gardner accepts secretary.

#### **II. Projecting Forward**

**Presenter:** Jay Sullivan

- Recovering & Retaining FTE through Special Project – Sara Singleton offers her assistance with an action plan for FTE recovery. David Crosby reminds the group that Continuing Ed FTE requires 688 contact hours to equal 1 FTE; whereas, it takes 512 contact hours to equal one FTE for curriculum students. More curriculum students are taking just enough classes to qualify for full-time – 12 credit hours which have caused a decline in FTE despite an increase in enrollment.
- The marketing committee should focus on creating grand ideas for recruiting and retaining students and leave the funding for those ideas to Wes Sumner and Betty Gray. The marketing committee has no spending power.
- Recruiting Calendar - 2<sup>nd</sup> 8 week classes has priority for the next 30 days which includes TV campaign around the 13<sup>th</sup>, Newspaper advertisement, blog, press release, website and reopening fall admissions. Upcoming events should be included in the recruiting and/or marketing calendar by the beginning of each month by focusing on annual event and things that occurs on a regular basis. Everyone should notify his/her supervisor, David Crosby, Wes Sumner and Betty Gray of all upcoming events even before approval so that it can be added to the internal calendar shared among the marketing committee.
- David Crosby will maintain the recruiting calendar.

#### **III. Recruiters**

**Presenter:** Jay Sullivan

- Official recruiters are Lisa Hill, Daniel Wilson and Juanita Gardner. Unofficial recruiters who have direct contacts with the public are Penelope Radcliffe, Ted Clayton, Matthew Lincoln, Megan Sommers, Judy Jennette and Lentz Stowe. Lentz Stowe suggests that everyone should act as entrepreneurs of the college and take ownership of the college. Rick Anderson suggests 30-45 minute presentations rather than learning a booklet of jobs and duties.
- Lisa Hill will create a format and initiate a presentation of different aspects of the college.

## ***Other Information***

**Next Meeting:** Tuesday, October 8, 2013 at 11:00 AM, Bld. 9 Room 919 Conference Room