

January 22, 2022

 mclennan.edu/sem/admissions-marketing/Meeting_Minutes/jan-2021.html

Admissions & Marketing Subcommittee Minutes

Committee Members Present:

- Karen Clark
- Lisa Elliott
- Jen Norman
- Frank Graves
- Aranza Torres
- Dustie Hamilton
- Amanda Straten
- Annette Scott
- Stephanie Maultsby
- Becky Parker
- Londa Carriveau

Committee Members Absent:

Shawn Trochim

Agenda Topics:

- Karen & Lisa updated committee on initiatives and projects since last meeting in November:
 - Reskilling Funds Grant
 - Highlander Restart Program
 - ExpressPath programs
- Reviewed and discussed the current Marketing Plan
Admissions & MARCOM collaboration is important to stay consistent with our messaging.
- Possible Recommendation: Find out if local ISD partners have parent outreach programs we could present information or send information home with children for the parents
- When MARCOM met with individual programs/departments, that was helpful. (We might consider doing this again. Possibly by Zoom.)
- We might consider partnering more with TSTC.
- Research new target audiences like nontraditional students or large companies locally (B&I partners).

- Faculty & Staff Engagement (If we are all marketers for the college, we should help them engage more and give them tools that will help.)
 - This might help with a more unified message.
 - Act as great motivators for prospective students.
 - Increase enrollment
 - Empower our own people who already love MCC.
 - We need to help faculty & staff connect the dots for prospective students.
- Possible Recommendation:
 - Goal: Harness the potential of re-engaging faculty and staff in communicating our message and telling our story to the community.
 - Teach them how to engage more with social media and overall.
 - Hold retreat (maybe MCC Ambassadors) and then scale it to different levels of engagement.
 - We might brand this campaign with the current McLennan Together logo.
 - Give specific ways for them to communicate our message.
 - Might ask faculty & staff about ideas on events or points of contact in the community where we can promote more.
 - Find good way to communicate the initiatives we have and what they are about.
 - Possibly purchase an Intranet that can be customized for each individual employee

Action Items and Timelines:

- Continue with discussion on current Admissions & Recruiting plan
- Discuss at least one recommendation for Steering committee by March 2021