

SEM Admissions & Marketing Minutes

04/19/2024

Attendees

Lisa Elliott Co-Chair
Karen Clark Co-Chair
Dustie Hamilton
Jennifer Norman
Gale Kissinger
Michelle Telg-Moore
Elizabeth Garcia
Rebecca Long
Kirk Schlemmer

Absent

Shawn Trochim
Frank Graves
Dinithi Wright
Amanda Straten
Amy Antoninka
Meg Esparza
Kayla Willis

Last month's minutes were reviewed (03/15/2024):

The GED Scholarship proposal was sent to Dr. Benson to present to SEM Steering committee it will then be presented to the Leadership team.

Paper fans have been ordered to hand out at baseball tournament and additional fans will be ordered once we have permission from the City of Waco for Brazos Nights.

Committee members have attended new member orientation at Waco Chamber of Commerce for networking.

It was suggested we have a "Senior Session" on campus including pictures of graduating seniors from local high schools and giveaways.

Team members shared instances of using our Core Values.

New Business:

Subcommittee goals & objectives for 2023-24

1. Focusing on adult learners 25 years of age and older
 - a. MCC pamphlets and brochures were sent to HOT Workforce
 - b. One Day Registration Summary (April 19th, 2024)
 - 74 registered the first week it was announced
 - 94 currently registered for the event
 - c. Un Dia En MCC: Puente a tu futuro (April 27th, 2024)
 - Five registered so far
 - d. Stages of Recovery is looking for Speakers (contact Cole Watts)
 - Offer opportunities for education at MCC
2. Adopt-A-School
 - a. Start in the Fall
 - b. Getting involved with one school district
 - c. Elementary & Secondary
 - d. Proclamation
 - e. Work Shops
 - f. Get the whole College involved in deciding which school to get involved

- g. Add to five yr. strategic plan
- 3. Video Request Program
 - a. Have signs at campus events with QR code asking students to share videos or photos
 - b. Commencement videos

The last scheduled SEM subcommittee meeting for this semester is May 16th, 2024.

There will not be any meetings this summer unless needed.