

**July 27, 2021**

Admissions & Marketing Subcommittee Minutes

**Sub-Committee members present:**

Lisa Elliott  
Jennifer Norman  
Dustie Hamilton  
Karen Clark  
Annette Scott  
Frank Graves  
Stephanie Maulsby  
Londa Carriveau  
Becky Parker  
Amanda Straten  
Shawn Trochim

**Agenda Topics**

- I. Updates since last meeting
- II. Highlander Ambassadors Course
  - a. Committee updates on course construction in BrightSpace
  - b. Next action steps discussed
    - i. Reschedule a working group meeting for the committee to discuss and enter information for course in to BrightSpace
    - ii. Discussed which committee members would teach the first course
      1. Frank – Intro
      2. Lisa – Social media & Website
      3. Karen & Dustie – Grocery store speech
      4. Becky & Stephanie – Wrap up with Questions
    - iii. Discussed how to track those prospective students our ambassador talk to
      1. Create a QR code for business cards and for digital storage that is lined to Slate FMI form.
- III. Discussion about McLennan.edu website
  - a. Discussed an advisory committee or working group to go through the website for changes
  - b. Lisa will discuss with Phillip Esparza (MCC webpage designer)
- IV. Other business
  - a. Discussion on calling campaign
    - i. Training for callers
    - ii. Review the script for callers