

November 9, 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
Amanda Straten

Sub-committee members absent:

Shawn Trochim
Becky Parker

Agenda Topics

- I. Updates since last meeting
- II. Highlander Ambassadors Course
 - a. Outlines & Powerpoint discussed
 - i. Committee approved the PPT templates
 - ii. Committee members will send Lisa the content or outline for their parts of the course
 - b. Jen is waiting on reply from Mikken on a PD course and/or certificate
 - c. Karen & Dustie will provide an MCC swag bag to show Ambassadors what we give prospective students usually
 - d. Lisa – Add to social media outline a piece on sharing, liking & reposting and privacy
 - e. Lisa – Add hashtag to social media outline #LifelsGoodInWaco
 - f. Lisa – Add our internal policy on negative comments as opposed to slander, cursing, etc.
- III. Calling Campaign Update
 - a. Karen is going to ask Dr. Benson to see if the Leadership Team can email everybody about volunteering for the calling campaign
 - b. The campaign should start soon and before we leave for the holidays
- IV. Other Business
 - a. Updates on Marketing & Admissions activities
 - i. McLennan Scholars and Rising Star event
 - ii. Restart email
 - iii. Transient email