

Enrollment, Marketing and IT

Introduction: Principles of Committee/Council Work

Committee/council processes utilize the collective intelligence of the college community in planning and decision-making and involves joint effort and support in the decision-making process. This process fosters a shared confidence that is extended to all other areas of responsibility within the institution, e.g., divisions, departments, and programs.

The following elements foster dynamic and cooperative interaction and are necessary for effective committee/council processes:

- **Integration:** As a complex institution comprised of several separate but interrelated units, each unit has distinct functional responsibilities and does its own part in enabling the College to achieve its mission and goals. However, these units depend on each other for the successful performance of their jobs and for the College to advance its mission. Frequently, decisions made by one individual, department, or division will influence the effectiveness of others. Consequently, effective committee/council work should view the task of providing input as an integrative process where multiple stakeholders' perspectives of issues are taken into consideration before final input is given. A sense of community is cultivated when all constituents are collectively considered through openness and involvement.
- **Inclusiveness:** An effective committee/council should recognize the legitimacy of the diverse perspectives of the various constituencies comprising the college community. Each perspective contributes to the collective wisdom. Members of the college community provide input so that all have a stake in the decisions and outcomes.
- **Open Communication:** An effective committee/council will create and utilize a communication system that enables and promotes dialogue, understanding, joint investigation, and creative collaboration among and between members and related entities. The free, unimpeded flow of information throughout the college community is essential if committees/councils are to operate effectively.
- **Impartiality:** Individuals and groups represented in committee/council work and processes are treated in an equitable, just, respectful, and caring manner.
- **Efficiency and Effectiveness:** Priorities, purpose, advising, recommendations and input are examined and validated with an open system providing timelines and feedback to the authorizing authority of the committee/council. These activities adhere to the Procedural Rules, Recommendations and Reports, per the Committee/Council Charter document from the President's office.
- **Values:** Input and recommendations from committees/councils are consistent with the mission, vision, and values of the College and the campus community.

- **Responsibility:** Individuals on committees/councils are expected to be truthful, respectful, and to come to meetings prepared, open-minded, critical and curious. While disagreement can be risky, inspecting critical assumptions with personal and contextual respect is a key aspect of demonstrating committee/council member responsibility. No person should fear retaliation for expressing his or her views and opinions about issues or topics under committee/council review and contemplation, as long as one is not attacking, defaming, or slandering another.

Kalamazoo Valley Community College is a public community college. Statute vests responsibility with the Board of Trustees to hold in trust and good custody the interests of the county, the state, and the citizenry. These are responsibilities for which the Board is accountable and which neither it nor the President, who is an agent of the Board, can delegate. Therefore, all decision-making must be in the form of recommendations to the President or the Board as appropriate. Nevertheless, as members of the college community, the Board and the President support the college committee/council structure, process, and procedures so long as they do not result in recommendations contrary to statute, fundamental principles or mission, or the vital interests of the College or the larger community.

Committee/Council Specific Information:

- I. The Committee/Council will be called the Enrollment/Marketing/IT Committee.
- II. Purposes

The committee/council is created for the purpose of strategizing, scheduling and collaborating on marketing and web development opportunities that relate directly to new student recruitment and enrollment and shall limit its activities to advising on matters that directly concern digital, printed and other marketing related outreach tactics and campaigns targeting the promotion of new student recruitment and enrollment. The specific purposes of the committee/council may include the following responsibilities:

- Developing recruiting campaign strategies using social media, email and text messages as well as targeted print and digital campaigns.
- Assess and develop recruitment-based website design, layout and content.
- Create strategies for printed recruitment pieces such as postcard campaigns, posters, “wobbler” and viewbook.
- Discuss sponsorships and enrollment focused community outreach opportunities such as summer festivals, career fairs, college fairs and sponsorships of area organizations.
- Create campaigns and marketing details for recruitment-based events such as Get It Done, College Night, Counselors’ Breakfast and Inside Out.

- III. Role of Committee/Council

It is the role of the Board and Cabinet to enact policies. This committee/council is expected to offer recommendations for instructional programs or services and to provide information relevant to instructional programs or other critical services to the administration and/or faculty and Deans, and as such this committee/council is tasked with representing a variety of

stakeholder's perspectives and input.
IV. Membership

Composition: The Enrollment, Marketing & IT Committee shall consist of at least 6 members.

Term and Membership: Term and membership must be approved by the President. Approval will take place annually.

V. Organizational Structure

Committee/Council Chair: The committee/council will at a minimum have a chair. The chair shall be approved by the President.

VI. Procedural Rules

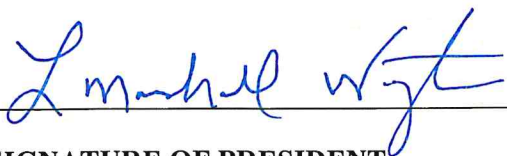
Meetings: The committee/council will meet at least 8 times per year. Written notices of upcoming meetings and agendas will be sent to members before each meeting.

Minutes: Minutes of each meeting will be kept. Copies of agendas and minutes will be e-mailed to Archives@KVCC.edu within two weeks of a meeting. It is the responsibility of the chairperson to see that agendas and minutes are maintained.

Recommendations and Reports: committee/council recommendations and reports will be submitted in writing to the President and designated Vice President. Documents will include both suggested action and justification for suggestions.

Dismissal: Members who are absent without reasonable cause from three successive meetings will be considered to have resigned their seat. The committee/council will move to fill the position.

Public Announcements: Members shall not report opinions expressed in meetings, nor shall they report independently on committee/council action when speaking to external publics.



SIGNATURE OF PRESIDENT

5/3/21
DATE