

## Enrollment, Marketing & IT Committee Meeting Minutes

September 20, 2021

10:00am-11:00am

Attendees: Megan P, Chelsie T, Jon S, Erin D, Kristina P, Mike T

- IT Updates
  - MyValley announcements moved over to Prisma – Working really well!
  - Getting ideas for MyValley having targeted announcements – Use to do this, but looking to bring it back! Looking at database schemers
  - Received a quote from Twillio
    - Bulk texting + 35 individual lines
    - Cost per text .0056 cents per text
    - Quote was approximate for \$7,000 per year
  
- Marketing Updates
  - Email Campaign Updates
    - Lots of campaigns!
    - 2<sup>nd</sup> 12 and 7 week classes
    - FAFSA Email going out – Anyone with a FAFSA on file
    - Intake surveys going out right now
    - Going to start pushing out Winter registration
  - Updating photo release form to include using written, photo and any other information in social media and other marketing campaigns.
  
- ISS
  - Meet Kristina!
    - Going to have first Global Student Union meeting on Thursday, September 23!
    - Learning about regulations regarding international students
    - Visa Updates – Prospective students can now get visas approved without an in-person appointment, which will make it easier to obtain visas and might
  
- Enrollment Updates
  - Pennants – No new updates
  - Merit Updates
  - Dynamic Checklist
  - Viewbook - Updated Spanish version (electronic and printed)
    - American Exile video showing and conversation and would like to have them for that event – October 28 – Erin will follow up with Robyn
  - Instagram logo for printed items
    - Erin will follow up with Robyn
    - Updated on all new recruitment materials and email, except the poster. Will continue updating and reviewing items.
  - RFP Update
    - Virtual Event System
    - Virtual Campus Visit System
      - Both have been reviewed by IT and are being reviewed by Enrollment leadership. Once that step is done, it will be sent to the Business Office and sent out of bids.
  
- Webpage
  - Merit
    - Application is up and running

- PDF policies and procedures page link soon
  - Reconnect – Dates
    - Megan will send out an IT request
  - College Night – Ticket submitted this morning to update the webpage
  - More Info – Staff updates soon
    - Megan will send out an IT request to update the change in personnel
- Fall Events
  - College Night – 10/18
  - Counselor Connection (formerly Counselors' Breakfast) – 11/5
  - Get It Done
    - TTC – 11/16
    - ACC – 12/1
- Other