

Enrollment, Marketing & IT Committee Meeting Minutes

April 19, 2021

10:00am-11:00am

Attendance: M Pauken, L Depta, Chris V, Dawn K, Mike T, Lily H, Jonathan S, Chelsie T, Ana D and Darren C (absent Robyn H and Erin D)

- 21-22 Materials Update – New printer is scheduled to go to the printer on August 1. Spanish version is in process. Megan will set up a meeting for review with Erin and Robyn next week.
- Promotion of the Honors Program - Chris met with Pjillip Jones and Kevin about how to recruit ISS to the Honors program. Have interested students fill out an interest card first. Looking to make more scholarships available for ISS students and excited for this opportunity.
- Homepage - Erin and Dawn updating through Prismic. Have had one complaint about a picture being on too long. Overall going well! Looking to expand the contract with Prismic, for the entire website.
- Michigan Reconnect – Erin, Megan, Alisha and Evan working on campaigns for May. Meeting next week to discuss. Considering events in May and/or June.
- Current campaigns – Currently working on Merit Scholarship campaign. Going well! Withdrawal or drop after the first day of class. Email will be sent out to faculty so that they can intervene (Mike is working with Erin, Evan and Paige). These will start after the first day of class. Planning to go live for Fall. Might be able to use some data for that.
- Summer Events
 - Senior Event
 - Brainstorm Ideas – Linda suggested using the Cougar Cruiser to “take the college on the road” and go to high schools, neighborhood associations and other community events to promote the college. Suggested using social media to create some interest. We could give out swag items and help prospects apply to the college and for FAFSA. Mike is talking to Aaron to see if we could do that. Could do this for the July 9 El Concelio event with the Growers. Could also partner with local radio stations.
 - For seniors, we could have scheduled dates in May to stop by and drop off swag bags.
 - Benefits from this could be low staffing need and low groups.
 - Megan will talk to Paige about idea and Linda will talk to Dr. Washington.
 - ISS picnic was a huge success! Guidelines were easy to follow and not a issue.

- FAFSA Days
 - Megan is working with Alisha. Looking at dates in late May/June. Targeting high school seniors.
- Inside Out
 - Dates are currently being reviewed by department and will be set next week. Dates will be in late July/early August.
- Reconnect
 - Late May/June
- Pathway Advisors – Helping Recruit
 - Social Media
 - Pathway Specific Months
 - Could work well and tie into national dates. Enrollment and Marketing will work to build a calendar. Will also invite Trice and Billy.
- October - Skilled Trades Expo
 - Linda is starting to work on this. Will be looking at platforms such as VDA, the system used by EFE/EFA and VisitDays to host virtual event. Look at targeting non-traditional populations. They have asked Erin Martin to co-chair.
- Dual Enrollment – Marketing has worked with Deb and Ana to update the webpages and promotional pages.