

**Enrollment, Marketing & IT Committee Meeting Agenda**  
**May 17, 2021**  
**10:00am-11:00am**

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

- Marketing Updates
  - Working Reconnect and Fall enrollment campaigns
  - Federated Presentation – Hoping to add it during either the Joint Services or Enrollment/Retention meetings
  - Swag Update – Robyn is checking with Halo on updates on cups, Frisbees and lunchboxes
  - ISS campaigns start today highlighting the Honors program to International students (scholarship opportunity)
  - TargetX Update – We will be creating a new TargetX video highlighting who we used it during the pandemic. Dr. Washington would also like to be on the email list from TargetX.
  
- Michigan Reconnect
  - Campaigns – Going strong and drip campaigns going monthly to applicants and prospects. Second emails campaign to students pending FAFSA. Need to create a campaigns for after FAFSA is completed.
  - Looking for opportunities to connect and promote program to employers. Use lists from Craig, Monica, LaJoyce and Mary Mc Connell.
  - Culinary – Discussed opportunity for a video highlighting non-traditional culinary opportunities to adult learners. Video starring Ms. Williams is already in the works.
  
- Summer Events
  - Kalamazoo Valley on the Road
    - Senior Celebration – Running May 18 – June 4. We will be hosting events or dropping materials off at 21 in-districts high schools during that time.
    - Kalamazoo Promise – Looking to host neighborhood focused application events during the week of June 7. Waiting on confirmation from K Promise.
    - Reconnect/Summer Events – Nothing scheduled yet. More to come.
  - Inside Out
    - ACC – Wednesday, July 28, 10am-6pm
    - TTC – Tuesday, August 3, 10am-6pm
      - Both will be preregistration events again with 12-15 people per half hour time slot.
  
- 21-22 Materials Update
  - Viewbook
    - Bilingual and 21-22 viewbook notes will be updated and resubmitted to WorkZone. Will meet in June to review. Ready be early July and to printers by August 1.
  
- IT Updates
  - Homepage Updates – Working on updates to Get Started pages for returning students and career academies.
  
- Other