

Enrollment, Marketing & IT Committee Meeting Agenda

July 19, 2021

10:00am-11:00am

In attendance: Megan P, Lynn G, Jon S, Chris S, Erin D, Robyn H, Linda D, Ana D and Mike T

- IT Updates
 - No updates
 - Ana updating Kalamazoo Promise Webpages
 - New Promise video coming soon
- Marketing Updates
 - Put in a ticket for the promotional store
 - Tuition is due tomorrow – working on campaign
- Enrollment Updates
 - Merit Updates
 - Working on the title – Cougar Merit Scholarship was recommended by the committee, pushed back by marketing. They would like to see it be called “Kalamazoo Valley Merit Scholarship.”
 - Viewbook – All updated are done except for Merit info. Ready to print when ready.
 - Poster – First draft in and being reviewed. Updates and final copy must be ready for printing in early August.
- Reconnect
 - Info cards – 3000 at the printer
 - Billboard – New artwork sent to the printer
 - Campaigns – All scheduled and ready to go
 - Webpage – Has been updated with new dates and links. Consider added Inside Out details.
 - Virtual Presentations – Going through Financial Aid
 - Alisha was featured in Kalamazoo Connect Blog and WKZO
 - Reconnect signage updated last week
- New Systems
 - The Enrollment department has been approved to purchase two new electronic systems this year to help with virtual engagement.
 - Virtual Campus Tour System – Considering systems such as YouVisit to build an online virtual tour.
 - Virtual Events Platform – Looking at systems such as VisitDays for an online events platform for hosting virtual events.
- Text Messaging – Tim and Linda discussed text message. Working towards having all text messages coming through the marketing department. Text messaging module available through TargetX. Erin and Mike will work on this.
- Form Assembly – Update on licenses. We are really close. Should be ready to get very soon. Mike is looking into the details for that.
- Summer Events
 - Inside Out
 - ACC – Wednesday, July 28, 10am-6pm
 - Currently 44 signed up
 - TTC – Tuesday, August 3, 10am-6pm
 - Currently 20 signed up

- Additional marketing and campaigns are ready to go. Cathy's team will be signing people up as well. Erin will talk to Krystal at the end of the week if we need to add to social media.
- Kalamazoo Valley on the Road
 - Kalamazoo Promise – Neighborhoods
 - August – Jon and Angelita meeting on Thursday to finalized dates
- Positions
 - Openings in all departments – Student Ambassador position posted now
- Other