

Enrollment, Marketing & IT Committee Meeting Agenda
October 18, 2021
10:00am-11:00am

- IT Updates
 - Update from Twillio
 - They have per text charge, rather than a flat rate like Rave. Est of about \$7,000 a year for 360,000 texts in a year (25,000 in-bound). This also includes 35 phone lines (counseling/pathway advisors, enrollment team, etc.) one high-level blast lines (marketing).
 - Next step – Tim and Mike will meet to discuss to move forward

- Marketing Updates
 - Enrollment reports from Denise and counseling to students who still need to register
 - College Night all set
 - Retention related communication coming soon – introducing students to their counseling/advising contact – Been a big process
 - KV Focus going to the printer at the end of the week
 - Get It Done info in there too – Need to have the times by Wednesday
 - Needs a list of people in the funnel by November 1
 - Spanish viewbook – Ready to print
 - 3 different 15 second Winter promotional videos
 - Hard time finding things on our YouTube channel – looking for suggestion on how to organize the channel

- ISS
 - Resuming ad campaigns on social media with Federated

- Enrollment Updates
 - American Exile Film screening next week – shared with faculty, students and staff
 - Travel is in full swing
 - Jon and Megan working on information from for KPS/Kalamazoo Promise
 - Canceling our Counselors' Appreciation event in November to be co-sponsors for the KRESA Counselors' PD on December 10
 - Consider offering drawing for giveaways for prizes
 - Kalamazoo Valley will offer presentations, a gift, sponsor the meal and SCECHS

- Fall Events
 - College Night – 10/18
 - Counselors' Appreciation Event – 11/5
 - Get It Done
 - TTC – 11/16
 - ACC – 12/1
 - *NEED to have the specific times to Erin by Wednesday, October 20

- Other
 - Mike – Question on email from Gail Fredricks regarding a registration form for an upcoming domestic violence event