

Enrollment, Marketing & IT Committee Meeting MINUTES

January 10, 2022

10:00am-11:00am

Attendance: M Pauken, J Selmon, E Dominianni, C Voss, L Depta, C Taylor, A Danoski, P Eagan

Absent: R Hughes, B Kring, , M Thompson

- **Meeting Minutes**
 - 11/15/21 meeting minutes approved (E Dominianni) and seconded (J Selmon)
- **IT Updates**
 - Ivy Chatbot – Adding to the mail website
 - Led by Cathy Colella
 - Currently working to update it with correct info
 - Hoping to launch soon
 - Added profile picture to MyValley
 - Linda – Thanks IT team for updating the webpage!
 - Would like to add a meeting to discuss the homepage again
- **Marketing Updates**
 - Kuddos to Renee Daudert in IT – Personalized enrollment checklist is great! Adding them to campaigns.
 - Groves info cards
 - February 8 – Postcard scheduled to go to printer next week
 - KRESA email list
 - Cougar Mascot – Mascot will live with Enrollment and we can build a way to schedule to be used
 - Scheduled to arrive in May
 - Three new college videos
 - Kalamazoo Promise
 - Public Safety
 - KVAAP student
 - Working with Dan and Evan for reports on programs by review
 - Campaigns will be driven by program enrollment
 - Niche – We need to contact the other college rep and reschedule or meeting with Niche before we make a decision on a commitment
 - TargetX Campaigns – We need to do a review to see what our yield rate looks like after our first email in our drip campaigns. Moving forward we will do an internal review of da
- **ISS**
 - Campaign reviews
 - Will work with marketing to create new campaigns
 - 13 new ISS students for Winter 22. Many students deferring because of visa issues.
- **Community College Month (April)**
 - April is community college month and registration for Fall 22
 - Keep any eye out for opportunities for April is Community College month
 - #EndCCStigma
 - Community college month
- **Enrollment**
 - Recruitment Materials for 2022 – Will start reviewing what we'll need
 - Considering an enrollment focused video (ISS is as well)
 - Marketing agrees need for this
 - Working on building trainings and request form in Staff Development for summer event season
 - Jon – Douglas Center
 - Want to do a college fair in February

- KPS will be getting back on track
 - School reports
- Chelsie – Fair request and high school reports
 - Will be at KRESA event in February