

Enrollment, Marketing & IT Committee Meeting MINUTES

February 21, 2022

10:00am-11:00am

Attendance: M Pauken, J Selmon, E Dominianni, C Voss, L Depta, C Taylor, N Frost, R Hughes

Absent: B Kring, , M Thompson, A Danoski

- **Meeting Minutes**
 - 1/10/22 meeting minutes approved (E Dominianni) and seconded (C Voss)
- **IT Updates**
 - No updates
- **Marketing Updates**
 - **Mascot** – Moving forward, marketing team is doing research for an intake form. Not sure where it will live. Still planning on arriving in April.
 - **TargetX Campaign Reports** – Started adding “where you are in the funnel” to the campaigns (help with Renee)
 - **Guest campaigns**
 - **Promise/KPS** – Working on obtaining lists of students at 4-years
 - **Lists?** – Working with Evan to see if there are additional lists available through the state.
 - **FAFSA Completion** – Working with Financial Aid team on targeted campaigns
 - **Summer Registration** – Campaigns starting soon
 - Food share, food Symposium, Fretboard festival, May 1 commencement (in person), March 31 is petition to graduate
 - Thomas is coming to record videos this week
 - Working with the Bookstore for a buy one get one ½ off in April
 - Targeted campaigns and social media around
 - Marketing looking to updated and rebrand the outside of the Bookstore in the upcoming months.
 - ADD: Viewbook, annual report and other publications
- **ISS** – Community College month, good time for an international email recruitment campaign
- **Enrollment Updates**
 - **Recruitment Materials for 2022** – 4 major projects due on August 1. Smaller group will begin review of materials.
 - **Social Media**
 - **Instagram Take Over – Dr. Washington** –Ambassadors are beginning the develop questions to be reviewed for an interview
 - **TikTok** – Jon and the Marketing team are working on creating a college wide account.
 - **Merit Application** – Applications due March 1. Erin will help serve on the review committee.
 - **Adult Outreach** – Reconnect marketing and will be included in the next KVFocus and in other publications.
- **Events**
 - **Community College Month (April)** – Materials are marketing are underway! Many events and promotion planned for the month of April.
 - **On the Road: Senior Celebration Series** – This will be happening again this year. Looking for a giveaway items.
 - **Community Luncheon** – Plans are being prepared for this event. A proposal is being submitted to decide if this will be virtual or in-person. Working on a giveaway item for this event.

- **HS NSO** – These will be offered both on campus and at area high schools throughout April and May. Limiting groups sizes to 25 per event.
- **Other**