



Marketing Committee  
Minutes for April 8, 2021  
(2:30pm-3:30pm)

<https://cccconfer.zoom.us/j/95352121512?from=addon>

## Meeting Participants

### Committee Members Present

Ashley Etchison, Brady Kerr, Megan Lindeman, Maureen Sinclair, Ruth Leal, Carlos Vasquez, Michael Moreno, Nico Gutierrez, Patricia Gill, Samia Irfan

### Committee Members Not Present

Rochelle Cook, Mylie Valdovinos

### Guest(s) [optional]

Carlos Vasquez

### Recorder

Cecilia Ramirez

## 1. Call to Order

- 2:30pm

## 2. Action Items

### 2.1 Approval of Minutes 03/11/2021

- (Kerr/Lindeman)

### 2.1 Conclusion

- Approved with corrections, 0 Abstentions, 0 Nays

## 3. Discussion Item

### 3.1 Marketing Committee Charter

- Discussion regarding charter submission, charter will be updated annually

#### 3.1.a Corrections suggested:

Purpose: approved as is

Charge: minor grammatical errors

Guiding Principles: minor grammatical errors

Scope: Link webpage

Membership: remove primary (new member: Adam Martin)

Meeting time/pattern: may change, no approval needed

Roles: minor changes

### 3.1 Conclusion: Approval of Marketing Charter

- Approval (Sinclair/Gill)

- Approved with corrections, 0 Abstentions, 0 Nays

#### 4. Information Items

##### 4.1 District and College Marketing Campaigns

Suggestion to create a sub-group of marketing committee to review deliverables and shape campaign

##### 4.1.a Goals of Marketing Campaign

- Focus on enrollment (more information to come), this is dependent of current community/county climate/restrictions
- Working with the district, similar to the work completed for late start classes

##### 4.1 Conclusion

- Lindeman would like to volunteer

##### 4.1 Follow-up Items

##### 4.1 Task of

##### 4.1 Due by

4.1 Follow-up Items	4.1 Task of	4.1 Due by
Send invitation to all committee members	Etchison	
Invite District to future Marketing Committee		
Request for district to present the marketing presentation from BOT meetings		

##### 4.2 Social Media Toolkit

(Leal) Sent out resources to the college community on 04/06/2021, to assist those interested in participating in marketing campaign and provide access to the marketing tools

##### 4.2a Feedback

- Positive responses received regarding these resources
- Committee agrees resources should continue to be sent out as campaigns shift
- Resources are beneficial to faculty to streamline efforts across campus

##### 4.3 Activity and Events Promotion

To request social media posts and website posting, send information to [Ruth Leal](#) and [Lenny Riley](#) 24 hours in advance. One email to both is preferred.

#### 5. Good of the Order

- None

##### Next Meeting

Date: May 13, 2021 @ 2:30 PM

Via Zoom