

Minutes
Admin/Tech Pro Meeting
November 20, 2008

Present: Gina Jimenez, Admin/TechPro Chair, Dana Kobold, Chuck Beck, Jacquie Stanton, Kim Rein, and Marilyn Kenfield

Presentation:

Kim Rein, Director of Marketing @ RRCC

Marketing provides branding, promotes positive image, generates leads, builds enrollment at RRCC

Internal Communication includes posters/fliers, literature, banners, and special events

Cross promotions w/departments (call or email work orders)

Direct mailing

Who pays?

Marketing can pitch in and share expenses (limited).

Creativity is free of charge.

Contacts:

Print & Traditional Marketing: Laura Campbell, x6528,
laura.campbell@rrcc.edu

Website: Aimee Cohen, x6503, aimee.cohen@rrcc.edu
(Currently redesigning RRCC website – please send ideas to Aimee)

External Communication includes ads, public relations, trade show, scholarships for classes, and giveaways

Ads:

Future plans for commercials on cable channels. Cable has ability to fine tune where ad should be placed to attract that particular demographic.

Public Relations:

If you have a story idea, provide details on the press release template and submit to Kim

Trade Show/Publications:

Looking into banner stands for trade shows

Marketing can produce ads for trade show publications
(provide bullet points w/general information to Kim)

Giveaways:

Ideas for scholarships (3-credit hour scholarships) should be emailed to Kim Rein w/cc to Donna Salinas

Prize wheel available for use along with prizes (pens, stress balls). Tablecloths available for tables.

General Information:

Page 16 of schedule – transfer agreement description is in error – correct version is online – sticker is being made that will affix to schedules.

Kim will provide stickers to Gina for Arvada campus schedules.

Kim is collecting testimonials from past RRCC students who have graduated and moved ahead in their careers. These will be personal stories collected and placed in a view book.

Tech Pro/Admin news: Holiday Reception - December 15, 2008

In conjunction with the Classified Forum, the holiday reception will be held in the Grand Foyer on December 15th from 2:00-3:30 pm. If you plan on joining us, please bring one of the following:

A-F Cheese/Crackers

G-L Nuts/Fruit

M-S Cookies

T-Z Fudge/Brownies

(or a traditional favorite that you'd like to share)

Please bring items to the Grand Foyer between 1-1:30 pm.

Please contact Gina Jimenez or Marilyn Kenfield if you would like to volunteer for any of the following in preparation of the Holiday Reception: clean-up, set-up/decorating, signage, miscellaneous.