



## Higher Education Consortium of Central California

### COMMUNICATIONS COMMITTEE APPROVED MINUTES

March 16, 2001

#### MEMBERS PRESENT

Don Hansen, CSU Stanislaus  
Linda Hoile, Modesto Junior College  
Doug Lau, Columbia College  
Catherine Morman, San Joaquin Delta College  
Brandy Nikaido, UC Merced  
Marcella Rodgers-Vieira, HECCC Executive Director  
Robin Shepard, Merced College

#### APPROVAL OF MINUTES

Minutes of the February 7, 2001 meeting were approved with a motion by Shepard and seconded by Hoile.

#### COMSTOCKS MAGAZINE ADVERTISEMENT:

Nikaido and Rodgers-Vieira will check into getting additional copies of the Comstock's Magazine issue with the HECCC ad for each participating college to distribute as needed.

#### HECCC MARKETING PLAN:

The Committee members discussed the ideas for a HECCC marketing plan that were recorded by Tim Cox at the last meeting. These were e-mailed to this committee in advance of the meeting. The group discussed which of their colleges were currently using marketing companies or advertising to help them accomplish their marketing. It was a group consensus that once we have a draft marketing plan, we should get bids from agencies to assist in the implementation of this plan.

The following marketing plan goals were established:

- Create a "college-bound" community or environment in the Central Valley
- Increase community college transfer rates
- Increase enrollments at all HECCC institutions
- Increase student retention rates by identifying reasons for student dropouts and how to address those reasons/issues such as customer service issues

A discussion followed about the importance of customer service at our colleges. Delta College is contracting with the firm of Noel Levitz to perform customer services training for some of their student services staff. Merced College has a "Customer Service Academy" for employers in their area. More information on this successful program is located on the web at <http://customerserviceacademy.org>

The committee also discussed the need to hold some focus groups with various target markets (high school seniors, working adults, etc.) Rodgers-Vieira noted that this had been proposed and approved a couple of years ago, but it was never accomplished. At that time they were planning on using Gillian Murphy to set up and hold the focus groups. It was pointed out that some information/feedback from our target markets is included in the findings of the Franz Marketing Study that was done for HECCC in 1998.

It was finally agreed that each HECCC Communications Committee member would go through the following process and bring back their information to the next meeting:

1. Review what has been done so far— HECCC Marketing Study, earlier marketing plan proposals, etc.
2. Write down your goals and objectives for both your college and for HECCC (from your perspective), including a brief corporate profile, market position statement, what you want HECCC to accomplish, etc. (See “Ten Tips for Writing an Effective Design Brief” provided by Nikaido during the meeting. If you substitute “Marketing Plan” for “Effective Design Brief” or other tool that’s mentioned, you can generally follow these ten steps in preparing your analysis.)
3. E-mail your written analysis to all the members of the HECCC Communications Committee prior to they next meeting (a list serve is available at the HECCC website)

**HECCC STUDENT SMART WEBSITE:**

Rodgers-Vieira reported that the design of the site is continuing.

**CENTRAL VALLEY HIGHER EDUCATION CONSORTIUM:**

Rodgers-Vieira reported that CVHEC has hired a consultant, Allen Carden, to develop a mission statement and goals for their organization.

**NEXT COMMUNICATION COMMITTEE MEETING:**

The next meeting is scheduled for Wednesday, May 2, 2001, 9:30 a.m. – Noon, at Columbia College.

Respectfully Submitted,

Linda Hoile  
Modesto Junior College