

HLC Visit Communications and Marketing Committee Meeting
Thursday, January 17, 2008
2:30 p.m.
Room 205 Haney Center
Minutes

The Communications and Marketing Committee Meeting was called to order at 2:30 p.m. on Thursday, January 17, 2008. Those attending the meeting were: Yashanda Scruggs, Mechell Downey, Edie Cathey, Teresa Norman, John Bartos, and Marie Dawson.

The Committee reviewed and approved the candy bar label design that Yashanda has developed. It was suggested that Dr. Utterback's initials be put on the winning candy bar for the contest at the basketball homecoming. The homecoming should be held on February 18th or 21st. It was also suggested that additional information about HLC be added to the label at different intervals and that a raffle be held for those who didn't win money with a candy bar. The Committee decided to have events and pass out fliers from 11 a.m. to 1 p.m. to convince students to attend the basketball game that evening.

The Committee decided that the website link for the SSC website should be www.sscok.edu/HLC.

The Committee discussed the cover design contest. The Committee decided to do a mock up of the contest flier and present this to Pam Koenig for approval. The Committee decided to make the deadline for submissions April 18th and that the contest committee contains the president, a student, an art instructor, a steering committee member and Lana Reynolds. They decided that the winning design be displayed at commencement and at the annual recognition banquet.

The Committee discussed the budget for refreshments at the HLC Committee meetings and Marie Dawson presented the Committee with a menu from Sodexo.

The Committee discussed ways to include HLC information in printed materials such as the Collegian and they decided that, instead of publishing a separate newsletter, the information would be included as part of the Collegian. The Committee also discussed unique ways of getting additional information out to the public. Marie Dawson suggested give-away flash drives with information already downloaded to the drive or a commercial on the television in the Union. The Committee also discussed the possibility of a video contest for next year.

The Committee adjourned at 3:55 p.m. and set their next meeting for Tuesday, January 29th at 2:30 in Room 204 of the Haney Center.