

**HLC Visit Communications and Marketing Committee Meeting**  
**Monday, October 29, 2007**  
**3:10 p.m.**  
**Room 204 Haney Center**  
**Minutes**

The Communications and Marketing Committee Meeting was called to order at 3:10 p.m. on Monday, October 15, 2007. Those attending the meeting were: Teresa Norman, Edie Cathey, Yashanda Scruggs, Mechell Downey, and Marie Dawson.

The Committee reviewed several copies of websites that other institutions have created for their self-study review.

The Committee decided that they would like to create their own website for Seminole State College. Some of the attributes that the Committee would like for the website to have are:

- Links to various areas of the HLC study
- Contact form for comments and ideas
- Create a Listserv
- Stories from people about their involvement in the self-study
- Feedback loops
- Timeline
- President's welcome letter
- Bookstore coupons
- Frequently asked questions
- Student Guide

The Committee decided that they would like to hold a big kick-off event in January to present the website to the community and announce the contest for the cover design.

The Committee also decided to possibly hand out candy bars at sporting events with wrappers that tell something interesting about HLC and the Self-Study. Also, the Committee will investigate into some inexpensive t-shirts for all Committee members to wear possibly at the kick-off.

As another morale booster the Committee discussed sending refreshments to Committee meetings.

Additionally, the Committee discussed putting a paragraph in the weekly calendar to update the campus community on events and other information about the self-study.

The Committee decided to contact Pam Koenig about the protocol of creating a website and planning events.

The Committee decided to hold their next meeting on November 13<sup>th</sup> at 3:10 p.m.