

HLC Visit Communications and Marketing Committee Meeting
Tuesday, February 17, 2009
2:30 p.m.
Room 204 Haney Center
Minutes

The Communications and Marketing Committee Meeting was called to order at 2:30 p.m. on Tuesday, February 17, 2009. Those attending the meeting were: Mechell Downey, Edie Cathey, Teresa Norman, John Bartos and Marie Dawson.

The Committee reviewed the minutes from the September 2, 2008 meeting of the Communications and Marketing Committee. Edie Cathey made a motion to approve the minutes as written and John Bartos seconded this motion. The motion carried.

The Committee discussed several events to prepare students, faculty and staff for the Higher Learning Commission Self-Study visit.

The first event is to be held on Monday, February 23rd at the Homecoming Basketball game. The Blue Crew will throw out Frisbees and Marie Dawson along with Dr. Gasparro will address the crowd about the upcoming visit of the Higher Learning Commission.

Another event would be the purchase of a banner to be hung in the Student Union with the Seminole State College mission statement. Also, in association with the hanging of the banner, the committee would like to hold a contest for students and/or faculty and staff to create a shortened version of the mission statement. Marie Dawson stated that she would get with Teresa and create a flyer for this contest. The Committee would also add a disclaimer that states that the College may or may not use any or the entire winning mission.

The Committee also discussed an Eggstravaganza Easter egg hunt with the eggs containing information about HLC and the accreditation process with prizes and fun things for the students to do. The Committee would like to hold this event on the Wednesday or Thursday before Easter.

Another suggestion from Committee members for an event would be to hand out our "Tell Your Story" cards at commencement.

Marie Dawson stated that there will be a Pow Wow on campus the 11th of April. She stated that we could also have out our cards at that event.

John Bartos told the Committee that he will keep working on the bulletin board contest. John said that there was a lot of interest but the interest died. Marie Dawson stated that we could post our "Tell Your Story" cards on these boards as they come in. The Committee decided that they would like to have bulletin boards up by April 17th.

The Committee would also like to hold an event at a home softball game in the near future.

Additional future events planned were: have in-class discussions about accreditation with snacks for the students in September, have a large gathering in October to prepare the campus for the actual visit, and hold an event at in-service this fall.

Marie Dawson stated that she would create a list of proposed events to present to Lana Reynolds, Dr. Utterback and Pam Koenig for approval.

The Committee adjourned at 3:35 p.m. and set their next meeting for Tuesday, March 3rd in the Haney Center.