

**DISTRICT COUNCIL ON MARKETING AND PUBLIC RELATIONS (DCMPR)
VENTURA COUNTY COMMUNITY COLLEGE DISTRICT (VCCCD)**

Meeting Notes

Wednesday, January 21, 2009

@ Oxnard College, Letters and Science Conference Room

Noon – 2:00 p.m.

Members

Clare Geisen, DCMPR Chair, Director, Administrative Relations, VCCCD
Jeanne Brown, PIO, Moorpark College
Cathy Garnica, PIO, Oxnard College
Alisa Sparkia Moore, PIO, Ventura College

Notes

Agenda Item	Discussion Summary	Action (If Required)	Completion Timeline	Assigned to:
CareerFocus Fall 2009	Not producing Fall 2009 CareerFocus (budget constraints). Discussed alternatives.	Clare Geisen and Jeanne Brown will produce alternative publication. OC/VC will provide information upon request.	Fall 2009	Jeanne Brown Clare Geisen
District-Wide Marketing Plan /Enrollment Management Plan	Ongoing item.	Clare Geisen to create District-wide Marketing Plan following completion of college enrollment management plans. PIOs to provide college information.	On hold -- revising strategic approach based on budgetary challenges.	Clare Geisen -- Lead Jeanne Brown Cathy Garnica Alisa Sparkia Moore
District-Wide Materials/Brochures	Brochures for MC, OC, VC completed.	Ready for printing, posting, distribution.	Printing Jan./Feb. 2009. Distribution TBD	Clare Geisen Jeanne Brown
Ads	District-wide web ads running with <i>VC Star</i> . District-wide <i>Focus on Education</i> ad.	Reminder -- revisit annual contract upon renewal. Stay with Promise ad – geared to high school students in K-12 publication.	Ads completed 9/08. Revisit annual contract in Spring 2009. Ad complete.	Clare Geisen (contract) Clare Geisen
Fast Facts	Fast Facts for MC, OC, VC, and VCCCD completed.	Ready for printing, posting, distribution.	Posting immediately. Printing Jan./Feb. 2009. Distribution TBD.	Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC) Clare Geisen (VCCCD)

Style Guide	Item work in progress.	Clare Geisen to produce draft.	March 2009	Clare Geisen (VCCCD) Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC)
Luminis Portal	Discussion regarding Luminis employee portal (MyVCCCD), including timing out, channels, posting, announcements, press releases, viewing information.	Clare Geisen will submit items for discussion at MyVCCCD Committee meeting and/or ATAC and report back to DCMPR.	January/February 2009	Clare Geisen
Internet Networking	Discussion regarding use of Facebook, MySpace, Twitter, UTube, VC Star Blog "Your News", Linked-In for outreach, marketing, public relations.	Jeanne Brown will seek information through listserve and will share responses to DCMPR via email.	January 2009	Jeanne Brown
Once Around	Discussion regarding various college activities.	N/A	N/A	N/A
	Discussion regarding Speakers Series at campuses – coordination, process.	N/A	N/A	N/A
	Jeanne Brown shared marquee – usage information.	N/A	N/A	N/A
Next Meeting	Set 2009 Calendar of Meetings Next meeting – conference call scheduled for February 5, 2009, 10:00 a.m.	Clare Geisen to post on DAC website. Meetings in Person – third Wednesday of each month, Noon Conference Call Meetings – first Thursday of each month, 10 a.m. Location of meetings rotated between DAC and campuses.	N/A	Clare Geisen