

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

**Meeting Notes**  
**Friday, November 21, 2008**  
**Marie Callendars (Camarillo)**  
**8:30 a.m. – 10:30 a.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**

<b>Agenda Item</b>	<b>Discussion Summary</b>	<b>Action (If Required)</b>	<b>Completion Timeline</b>	<b>Assigned to:</b>
CareerFocus Fall 2009	Tabled to January 2009.  Bob Gochicoa in discussions with Clare Geisen regarding alternative version of CF.	Clare Geisen to discuss alternatives/costs at Chancellor's Cabinet meeting.	January 2009	Clare Geisen
Websites	Ongoing item.	IT/Dave Fuhrmann developing policy regarding website usage.	TBD by IT/Dave Fuhrmann	IT/Clare Geisen will review language posted to website upon completion.
Emergency Preparedness	Discussion/debrief regarding tabletop exercises at campuses/DAC.	Clare Geisen to write article for State Chancellor's Office regarding VCCCD emergency planning.	TBD by State Chancellor's Office	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 specific 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	Ongoing item. Revisions occurring through email.	OC/VC revising materials.	December 2008	Cathy Garnica Alisa Sparkia Moore

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.  MBSC designing new ad.	Ads completed 9/08. Revisit annual contract in Spring 2009.  Artwork due December 10. DCMPR to review artwork early December.	Clare Geisen (contract)  Clare Geisen
Fast Facts	Ongoing item. Revisions occurring through email.	OC/VC/DAC revising materials.	December 2008.	Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC) Clare Geisen (VCCCD) + graphics design
Style Guide	Review and discussion of draft template table of contents.	Clare Geisen to incorporate recommended changes and produce draft.	March 2008	Clare Geisen (VCCCD) Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC)
Luminis Portal	Discussion regarding new Luminis employee portal (MyVCCCD) and marketing of same. Clare Geisen distributed sample materials.	Clare Geisen to finalize and coordinate marketing materials distribution with IT.	January/February 2009	Clare Geisen
Once Around	Discussion regarding various college activities.  Jeanne Brown distributed California Community Colleges OSHER Scholarship Endowment information.	N/A  N/A	N/A  N/A	N/A  N/A
Next Meeting	Next meeting – conference call scheduled for December 4, 2008, 10:00 a.m.	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