

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

Meeting Notes

Wednesday, February 25, 2009

@ District Administrative Center (Clare Geisen's Office)

3:00 p.m. – 4:30 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	Discussion regarding alternative annual report to community/publication.	Clare Geisen and Jeanne Brown will produce alternative publication. OC/VC will provide information upon request. PIOs to provide list of faculty members for possible inclusion in annual publication.	Fall 2009 3.6.09	Jeanne Brown Clare Geisen Jeanne Brown Cathy Garnica Alisa Sparkia Moore
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 Brochures/Fast Facts	Discussion regarding printing of brochures/fast facts.	Jeanne Brown handling first print run.	March 2009 Distribution TBD	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 w/Promise ad (high school students in K-12 publication).	Ads completed 9/08. Revisit annual contract in Spring 2009. Ad complete.	Clare Geisen (contract) Clare Geisen

Groundbreakings and Ribbon Cutting Ceremonies	<p>Discussion regarding coordination of groundbreakings and ribbon cutting ceremonies.</p> <p>OC – Committee, Cathy Garnica, Connie Owens VC – Alisa Sparkia Moore MC – Facilities, VP Administration, PIO public relations VCCCD – Clare Geisen</p>	Clare Geisen to draft guidelines for groundbreakings and ribbon cutting ceremonies. PIOs to review and share with campuses for input.	April 2009	Clare Geisen (VCCCD) Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC)
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	Clare Geisen reported on MyVCCCD and ATAC meetings regarding Luminis-related items and distributed MyVCCCD posters to be posted at campuses.	Clare Geisen will keep DCMPR informed, submit suggestions and requests, and will request IT to send Quick Links information to PIOs.	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 provided summary of information obtained through listserve. Topic to be revisited at a later date following review.	June 2009	Jeanne Brown Clare Geisen
Once Around	<p>Discussion regarding various college activities.</p> <p>Alisa Sparkia Moore – new VC TV program – Pirate Talk</p> <p>Clare Geisen provided emergency mass notification posters for distribution at campuses.</p> <p>Associated Student/Student Trustee Elections Scheduled for April 21-22, 2009</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>Clare Geisen to provide info on website, including forms and procedures.</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>3.11.09</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>Clare Geisen</p>

Next Meeting	Next meeting – conference call scheduled for March 5, 2009, 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
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