

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

**Meeting Notes
Wednesday, March 25, 2009
@ Moorpark College
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:
Report to the Community	Update regarding Report to the Community. Discussion regarding status of faculty profiles, including format, photography, videotaping process. There is also a need for student photos and course supplement.	PIOs provided list of faculty members for possible inclusion in community report. Photographer moving forward (directly with MC/VC; through Cathy Garnica at OC). Filming to occur following profile reviews.	Fall 2009	Jeanne Brown Clare Geisen
		Written faculty profiles – no more than 350 words in length – information required sent by email.	April 30, 2009	Jeanne Brown Cathy Garnica Alisa Sparkia Moore
		Need three student names/photos from each campus for report and District-wide video)	April 30, 2009	Jeanne Brown Cathy Garnica Alisa Sparkia Moore
		Need photos suggestions from OC/VC of new facilities, etc., since website photos taken. Can include upcoming events for photos/video.	April 3, 2009	Cathy Garnica Alisa Sparkia Moore

Course Supplement	Discussion regarding need for stand-alone course supplement as marketing piece – is highly requested information.	Create stand-alone course supplement.	Final due first week July 2009	Clare Geisen – Design/Coordination Jeanne Brown -- Info Cathy Garnica -- Info Alisa Sparkia Moore -- Info
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	Brochures/fast facts printed and distributed. DAC VC/OC brochures – rejected printing.	Clare Geisen will arrange to have VC/OC brochures printed for DAC.	April 2009	Clare Geisen
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. Clare Geisen to discuss at Chancellor's Cabinet meeting. Stay w/Promise ad (high school students in K-12 publication) Ad requires language change regarding VC Promise – Alisa Sparkia Moore to forward changes to Clare Geisen.	Ads completed 9/08. Revisit annual contract in Spring 2009. April 2009	Clare Geisen (contract) Alisa Sparkia Moore Clare Geisen
Groundbreakings and Ribbon Cutting Ceremonies	Discussion regarding coordination of groundbreakings and ribbon cutting ceremonies. OC – Committee, Cathy Garnica, Connie Owens VC – Alisa Sparkia Moore MC – Facilities, VP Administration, PIO public relations VCCCD – Clare Geisen	Clare Geisen distributed draft timeline for groundbreakings. PIOs to review, provide input, and note differences for ribbon cutting ceremonies.	April 13, 2009	Clare Geisen Jeanne Brown Cathy Garnica Alisa Sparkia Moore
Style Guide	Item work in progress.	Clare Geisen to produce draft.	Move from March to April 2009 due to other priorities.	Clare Geisen (VCCCD) Jeanne Brown (MC) Cathy Garnica (OC) Alisa Sparkia Moore (VC)

Luminis Portal	Clare Geisen reported on MyVCCCD – announcements and Quick Links.	Clare Geisen provided update regarding channel changes for announcements and provided Quick Links instructions to PIOs. via email.	N/A	Clare Geisen
CareerFocus	Clare Geisen shared information regarding future path of CF, including ezine, drip marketing, etc.	Clare Geisen to revisit topic with R.Gochicoa in August 2009.	August 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
DCMPR Committee Review	Reviewed charge of DCMPR as stated in Participatory Governance Manual and made recommended changes. Additional discussion regarding annual survey and annual invite.	Recommended changes to be submitted at Chancellor’s Cabinet by Clare Geisen.	April 2009	Clare Geisen Jeanne Brown Cathy Garnica Alisa Sparkia Moore
Share Drive	Discussed need for use of share drive until District-wide share available.	Clare Geisen to request through IT – access for DCMPR members. Will also create group through MyVCCCD. Need current versions color and black/white seals plus VCCCD logo for storage on share drive.	April 2009 April 2009	Clare Geisen
District-wide DVD	Clare Geisen reported work in progress on District-wide DVD for Board member community presentations.	May be requesting photo images from campuses, student suggestions (can be same as for report to community), notification of possible event filming, etc.	April 2009	Clare Geisen Jeanne Brown
Press Release	Clare Geisen requested information for college summer registration.	PIOs to send information to Clare for District-wide release.	First week April 2009	Clare Geisen Jeanne Brown Cathy Garnica Alisa Sparkia Moore

Once Around	<p>Cathy Garnica shared information regarding Ventura Soldiers Project event held at OC – suggested exploring District-wide in July 2009. Jeanne Brown provided additional related information.</p> <p>Jeanne Brown provided press release schedule, MC’s current marketing information.</p> <p>Alisa Sparkia Moore reported on United Way event scheduled for April 25 on VC campus.</p>	<p>Clare Geisen to review for District-wide v. campus specific event.</p> <p>N/A</p> <p>Alisa Sparkia Moore to forward information to Clare Geisen</p>	<p>April 2009</p> <p>N/A</p> <p>First week April 2009</p>	<p>Clare Geisen</p> <p>Alisa Sparkia Moore</p>
Next Meeting	Next meeting – conference call scheduled for April 2, 2009, 10:00 a.m.	<p>Meetings in Person – third Wednesday of each month, Noon</p> <p>Conference Call Meetings – first Thursday of each month, 10 a.m.</p> <p>Location of meetings rotated between DAC and campuses.</p>	N/A	Clare Geisen