

**AQIP Marketing Team Minutes**  
**March 13<sup>th</sup>, 2008, 3:30 – 5pm, SSC-102**

**Attendance:** Paula Fisher, Kat Gullahorn, Jennifer McDonald, Sonia Crawford, Jane Bradley, Sionna Grassbaugh, Jeremy Agor, Vickie Ratliff, Eric Van, Michael Campbell, Erica Volkers, Johnnee Cunningham, Amy Ballard, Evelyn Dow-Simpson

| <b>Agenda Item</b>  | <b>Discussion/Action</b>   |
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| <p><b>Welcome, review minutes and feedback</b></p> <p><b>Review Recruitment Office recommendations - finalize</b></p> <p><b>School Relations Presentation</b></p> <p><b>AQIP Celebration – need RSVP's</b></p> <p><b>Visit MCO and Recruitment Office websites.</b></p> <p><b>Next Meeting – April 10th</b></p> | <p>Minutes approved as written</p> <p>Tabled to next meeting</p> <p><b>School Relations office</b> – Sionna Grassbaugh and Jane Bradley gave an excellent presentation and handout.<br/> <b>Highlights:</b><br/>           Externally – they partner with charter, public, private, home schools. The weakest link is with home and private schools. They connect across counties.<br/>           Internally – at some level they are involved in all departments and academic schools. Work closely with SAGE, recruitment office.<br/> <b>Advisory Team</b> – students, CNM staff, faculty.<br/> <b>Communication Team</b> – CNM staff and faculty, recruitment office...<br/>           Currently 170 dual credit students – 140 in CTE and college bound programs.<br/> <b>Concerns:</b> no tracking of students when they leave dual enrollment to become regular students. The data is lost when they switch. We currently cannot look back to see how many continue their education at CNM. How can we track the gap? (universal school ID, search by name/dob – student tracking software – banner)<br/> <b>Suggestions from School Relations for Marketing System</b><br/>           Develop websites for parents and one for students. Put the information they need – parent permissions, do and don'ts, etc.<br/>           Interest card follow through<br/>           Focus to expand to middle schools<br/>           Identify graduates and re-connect at end of dual credit time for feedback and continuance..</p> |