

are for each semester. The goal is to find opportunities to research effective marketing strategies and align the Marketing P assessment of _____ and on how effective they are in connecting with _____ communities. MRC members shared effective tools for reaching out to students and increasing enrollment: direct communication, community connections, campaigns, short videos on social media/in theaters, present RCC as a premier employer, and more online sections.

Follow-up Discussion: Equity in Marketing:

It has been pointed out that one of the banners around campus depicts an African American woman in an orange jumpsuit, which has a negative connotation. It has since been removed. RCC must pay attention to this type of imagery when developing new marketing strategies.

A 16-page marketing mailer has been completed and will go out to 132,000 homes in May within the services area.

Meeting adjourned at 1:50 pm.