MEETING OF THE
COMMUNICATIONS AND COMMUNITY OUTREACH COMMITTEES
OF THE BOARD OF TRUSTEES
HOUSTON COMMUNITY COLLEGE SYSTEM

March 7, 2007

Minutes

The Board of Trustees of the Houston Community College System held a Joint Committee Meeting of the Communications and Community Outreach Committees on Wednesday, March 7, 2007, at the System Administration Building, Seminar Room A, Second Floor, 3100 Main, Houston, Texas.

COMMITTEE MEMBERS PRESENT
Yolanda Navarro Flores, Committee Chair, Communications
Abel Davila
Diane Olmos Guzman, Committee Chair, Community Outreach
Christopher W. Oliver

ADMINISTRATION
Doretha Eason, Deputy to the Chancellor

OTHERS PRESENT
Jarvis Hollingsworth, System Counsel, Bracewell & Giuliani
Brad Deuster, Consultant, Yaffe/Deuster
Julie Gilbert, Consultant, Locke, Liddell, & Sapp
David Ross, President, Faculty Senate
Other administrators, citizens, and representatives of the news media

There was no discussion on the Community Outreach Committee issues due to a lack of a quorum for that respective Committee.

CALL TO ORDER
Mrs. Flores called the meeting to order at 2:21 p.m. and declared the Committee convened to consider matters pertaining to the Houston Community College System as listed on the duly posted Meeting Notice.

COMMUNICATIONS PLANS 2007
Mrs. Flores mentioned that the discussion of recruitment and retention will serve as an overview and noted that no actions will be taken on items discussed. She stated that once the Chancellor has the opportunity to meet and establish a strategy for Communications, then the discussion item would come back to the committee for action.

Mrs. Irene Porcarello apprised that Brad Deutser with Yaffe/Deutser was present to provide an overview report for the Fall and Spring semesters. She reiterated that there was a nine percent
increase for the Fall semester and informed that there was a five percent increase for the summer semester.

Brad Deutser provided a media summary for Fall and Spring 2006 registration. The summary depicted the frequency of media spots on television, radio, and outdoor.

(Mrs. Guzman arrived at 2:28)

Mr. Deuter mentioned that there are opportunities to review the outreach focus. He noted that cost continues to play a major role in the media marketing; however, he noted that the brand must continue to be elevated. He further apprised that there is an opportunity to enhance the website presence and informed that Yaffe/Duester has been meeting with administration to get census of the need and what is important to the communities represented by the Colleges. Mr. Deuster noted that different programs have been discussed from an enrollment prospective especially relating to early enrollment such as branding and guaranteed enrollment. He noted that the following areas have also been discussed:

- Community engagement
- Direct mailing
- Developing uniform powerpoint presentations (to provide a consistent message)
- Annual media planning (to provide guaranteed lower rates at the time of request)
- Increase frequency in respect to television (possible using bookends — first and last 15 seconds of the pod for a commercial)
- Field marketing

Mr. Oliver asked for the cost representing the 2006 media buys. Mr. Deutser mentioned that the cost was approximately $1.3 million for the year. Mr. Oliver also asked if the media buys resulted in the increased enrollment. Mrs. Porcarello apprised that funds expended on marketing and variables that were identified as a result of the expenditures contributed to the increase in enrollment. Mr. Oliver asked whether more resources would assure more success. Mrs. Porcarello stated that the assumption could be made that an enrollment increase would continue if more dollars are allocated for marketing.

Mr. Davila asked if there has been a review of the historical analysis that would review the enrollment versus dollars allocated for advertising.

Mr. Oliver asked for the number of ads that are aired on the Spanish television stations. Mr. Deutser mentioned that in July there were 150 spots on Univision which has a more vast audience than local stations such as KTRK, KRPC etc., and noted that Univision is more expensive; however, TimeWarner is more spread out.

The Committee requested the call numbers for the radio stations that aired HCC spots.
Mrs. Guzman asked if there is a percentage goal for small business participation in the consultant’s contract. Mrs. Porcarello noted that it was not originally in the contract. Mrs. Guzman stated that many government entities partnership with firms and/or small businesses that provide segmentation to the diverse communities. She noted that often the firms have the expertise to advise of best possible options for placing media buys. Mrs. Porcarello informed that the funds for marketing were allocated to hispanic and black communities and mentioned that there is an opportunity to add such terms to the consultant contract.

Mr. Deutser stated that the contract with Yaffe is separate from what is expended on the media buys.

Mr. Davila requested a benefit analysis report that shows the relations between enrollment and the allocated funds expended on media buys. For example, in 2005 there were no funds allocated for marketing, and enrollment was flat; however, in 2006, there were funds allocated and enrollment increased. He noted that the report should track the funds allocated and the deliverables associated with the expended funds. Mr. Davila asked if there are buyout ads for community newspaper? Mr. Deutser noted that the allocated funds for this campaign were used specifically on radio, television and outdoor.

Mr. Davila requested a report with all the indicators showing the media buyout and marketing expense for each college.

Mrs. Guzman apprised that in order to complete a comprehensive effort, there must be a review of the what contributed to the increased enrollment and whether it was from the community outreach in specific areas. Mrs. Porcarello informed that in reviewing the data for Southeast where there was an eighteen percent increase, a majority of the enrollment increase was contributed to dual credit and word-of-mouth.

Mrs. Guzman stated that her purpose for requesting to hold the committee meetings jointly was to review the factors that contributed to the enrollment increase.

Mrs. Guzman recommended a report on the dynamics of the enrollment increase and that the outreach coordinators or the six campuses participate in discussion on continued and future efforts in order to develop a comprehensive plan of action for all campuses. Mrs. Flores mentioned that a report on what has been done previously should be made available; however, she noted that Dr. Spangler wanted the opportunity to review the issue as well.

Mr. Davila requested that the information is included in the benefit analysis.

Mr. Oliver requested a report on retention to see how much of the increased enrollment remained with the college.

Mr. Davila also requested a projected budget for the marketing campaign. Mr. Deutser noted that this information would fall under the unified brand with different messages. Mr. Davila
reiterated that his concern is the additional cost to create the various messages without eliminating the current efforts. Mr. Deutser noted that a long-term plan is needed.

The Board recommended that the various messages are discussed with Dr. Spangler for her input and then presented to the Communications Committee.

Mrs. Flores apprised the Committee of issues that need to be addressed:

- Event Recordings
- Writers for Board
- Trustee Journals
- Trustee Portraits
- Communication Protocols

Mr. Davila noted that these issues should be discussed with Dr. Spangler as well as the AVC Communications.

Mr. Deutser noted that the public relations program for the college has not been proactive but reactive and noted that as the community sees the system as a whole, it will build the college.

Mrs. Flores noted that a communication protocol policy needs to be developed and presented for the Board approval. Ms. Julie Gilbert noted that a draft communication protocol was developed, but she is not certain if it has been implemented.

Mr. Oliver noted that the policies should be presented to the Board Policy and Procedure Committee. Mr. Hollingsworth noted that there is a discussion on the Board communication policy as it relates to writing articles, responding to media, etc.; however, the policy for the college would be separate.

Mr. Oliver recommended that Dr. Spangler work with Communications to develop the policy for review.

**ADJOURNMENT**

With no further business, the meeting was adjourned at 3:21 p.m.

*Recorded, transcribed, and submitted by:* Sharon Wright, Executive Administrative Assistant, Board Services

*Minutes Approved: **April 26, 2007**