

**PIERPONT COMMUNITY & TECHNICAL COLLEGE  
BOARD OF GOVERNORS**

**Advancement and Public Relations Committee Meeting**

**Tuesday, November 19, 2024  
9:30 AM**

**Pierpont's Advanced Technology Center (ATC)  
500 Galliher Drive  
Fairmont, WV 26554  
Room 216A**

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**MINUTES**

**Notice of Meeting**

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on November 19, 2024, beginning at 9:30 AM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

*Committee Members Present:* Joanne Seasholtz

*Committee Members Absent:* Lisa Lang, Christine Miller, and Juanita Nickerson

*Other Board Members Present:* Jessica Barker, Susan Woods Coffindaffer, Anthony Hinton, Thomas Cole, Jeffrey Powell, Nathan Weese

*Others Present:* Members of the President's Cabinet, faculty, staff, and others

**I. Call to Order**

Joanne Seasholtz called the meeting to order at 9:42 AM.

**II. Approval of Minutes - February 20, 2024**

A quorum was not present. Therefore, the minutes from the February 20 meeting could not be approved.

**III. Marketing Strategic Plan**

Dr. Hayward presented and reviewed the Marketing Strategic Plan (**Attachment A**), outlining current initiative and future directions for the college's marketing efforts.

Dr. Hayward announced that Ms. Cosner has accepted a position with West Virginia University (WVU) and expressed mixed emotions about her departure, recognizing her exceptional contributions, artistic talent, and leadership in college communications.

Dr. Hayward discussed an evaluation of two positions within the marketing department. These roles have evolved over time and need to be realigned to meet the college's current marketing needs.

Dr. Hayward emphasized a strategic shift toward digital marketing, reducing reliance on print marketing methods such as newspapers and billboards. This transition aligns with current trends and is expected to increase the college's reach and engagement.

#### **IV. Your Community's College Week**

Kathy Hypes provided an update on activities held during *Your Community's College Week*.

- Monty, the new mascot, was introduced during the week
- Discussion included whether Your Community's College Week should be designated as an annual event moving forward.

Highlights of the week included:

- **Monday:** Day of Service – Faculty, staff, and students participated in giving back to Veterans and Veteran organizations through various service projects.
- **Tuesday:** Your Community's College Luncheon – Over 100 attendees joined the luncheon, which focused on learning about Pierpont and its strategic direction.
- **Wednesday:** Community Education Courses – The day showcased the variety of community education opportunities available at Pierpont.
- **Friday:** Magic of Pierpont – The week concluded with a special event featuring performances by Anthem and Aria, drawing an audience of over 70 attendees.

#### **V. Adjournment**

There being no further business, Joanne Seasholtz adjourned the meeting.

*Respectfully submitted by Amanda N. Hawkinberry*



Mission Statement: To provide accessible, responsive, comprehensive education that works  
Vision: To empower individuals and strengthen communities through exceptional training and educational pathways  
Tagline: Education that works!

## Pierpont Community & Technical College Marketing Operational Plan

	Goal	Strategic Plan Alignment	Action Items	Responsible Party	Target Completion Date
<b>Collaborative Relationships</b>	Enhance the marketing department’s relationships with the enrollment/recruitment team, deans, and program heads.	People	Meet and collaborate every two weeks with the enrollment/recruitment team. Use data to inform decisions and create enrollment campaigns for Spring 2025, Summer 2025, and Fall 2025 (see below).	Marketing and enrollment/recruitment	Ongoing
			Audit the student recruitment pipeline from recruitment to enrollment to include communication/creative review that aligns messaging across the institution.	Marketing and enrollment/recruitment	Digital (Fall 2024); Print (Spring 2025)
			Meet and collaborate monthly with larger enrollment team.	Marketing and enrollment/recruitment	Ongoing
			Meet and collaborate once a semester with the deans and program heads. Discuss program-specific marketing based on program priority/rank (see below).	Marketing, deans, and program coordinators	Late Fall 2024; Spring 2025 on priority/ ranking
			Educate the campus community on use of the marketing request form for transactional requests/approvals with realistic expectations, not where marketing problems are solved, or strategizing takes place.	Marketing	Present at Spring convocation
			Create metrics that align marketing and enrollment/recruitment toward the same measurable targets and support the 2024 – 2026 Strategic Alignment Plan.	Marketing, enrollment/recruitment, and IE	Finalize October 2024
<b>Targeted Marketing</b>	Move away from broad brand campaigns toward focused digital efforts to target messages to prospective students.	Programs	In collaboration with deans, rank each program priority #1, priority #2, and priority #3.	Marketing and deans	Late Fall 2024; Spring 2025 on priority/ ranking
			Develop a highly targeted Spring 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing in partnership with enrollment/recruitment, academic affairs, and student services	Sept. 2024 – Jan. 2025
			Develop a highly targeted Summer 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing in partnership with enrollment/recruitment, academic affairs, and student services	Feb. 2025 – May 2025
			Develop a highly targeted Fall 2025 campaign that aligns marketing efforts with	Marketing in partnership with enrollment/recruitment,	March 2025 – Aug. 2025

			in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	academic affairs, and student services	
			Target traditional and adult learners to attend recruitment and retention events, tours, etc.	Marketing in partnership with enrollment/recruitment	Ongoing

<b>Delegate &amp; Empower</b>	Empower deans and program heads to take a more active role in marketing their programs in the community.	Partners	Support faculty and staff at their community student recruitment events by providing College-branded: <ul style="list-style-type: none"> <li>• print materials, such as brochures, and</li> <li>• displays (pop-up banners, tablecloths, etc.), and</li> <li>• merchandise (pens, lanyards, water bottles, etc.), and</li> <li>• fillable templates for program faculty and staff to create print-on-demand program-specific flyers/handouts.</li> </ul>	Marketing	Merchandise: Fall 2024 Print: Spring 2025
			Support faculty and staff with their community/stakeholder outreach by providing College-branded one-sheeter about Pierpont’s impact (for legislators, counselors, community leaders, etc.)	Marketing and IE	Spring 2025
			Create and distribute photography guidelines to help increase campus partners' participation in capturing campus moments to send to the marketing department for social media, promotional materials, and more.	Marketing	Present at Spring convocation
			Support faculty and staff in coordinating with enrollment/recruitment advisors to foster relationships with community stakeholders and create opportunities for outreach events.	Enrollment/recruitment, deans, program coordinators, and marketing	Ongoing
<b>Communications</b>	Streamline communications to improve awareness of important happening and engagement across the College.	People	Direct all official communications for the institution, including crisis communications. Manage the institution’s public image/reputation and the dissemination of information through strategic public relations efforts (press releases, media relations, social media, etc.)	Marketing	Ongoing
			Collaborate with student services to streamline student communications to a once-a-week communication via e-news.	Marketing and Student Services	Ongoing
			Streamline faculty and staff communications to a once-a-week communication via e-news.	Marketing	Ongoing (bi-weekly in Fall 2024; weekly in Spring 2025)
			Create guidelines for committees to appoint a communication liaison to ensure efficient communication between the marketing department and various College committees without the need for a marketing representative to attend all committee meetings.	Marketing and committee chairs	Fall 2024
<b>Resource Allocation</b>	Optimize the allocation of time and budget resources to achieve maximum efficiency and impact.	Performance	Evaluate the current budget spend on traditional advertising (billboards, newspapers, television, etc.); reallocate, as appropriate, to targeted digital advertising.	Marketing	Fall 2024
			Explore outsourcing time-intensive marketing tasks that may be economically performed by a vendor, such as website updates/maintenance, business cards, graphic design, writing, digital media placement, etc.	Marketing and Dr. Hayward	2024-25 academic year

		Streamline meeting attendance to (1) enrollment/recruitment + marketing meetings, (2) school/program meetings (cadence for attendance needs to be determined), (3) president's council, and (4) board of governors. A communications liaison should be appointed for all other meetings with marketing implications (see above).	Marketing	Fall 2024
		Track and report performance metrics jointly determined by enrollment/recruitment and marketing (see above). Cadence should align with enrollment campaigns to determine needed pivots going into the next enrollment campaign.	Marketing and enrollment/recruitment	2024-25 academic year
		Create and fill two marketing roles that maximize the marketing department's impact on the College's enrollment.	Jamie and Dr. Hayward	Late Fall 2024
		Determine where alumni and donor relations (beyond Day of Giving) reside.	Dr. Hayward	Fall 2024