

**Board of Trustees Workshop
Tuesday, September 27, 2022
Performing Arts Center Atrium**

MINUTES

Members of the Board of Trustees attended a workshop from 4:00-5:00 p.m. about marketing and advertising at SCCC. Kathy Peterson – Director of Marketing, and Dr. Cory Homer – Vice President of Student Success and Institutional Effectiveness presented topics including:

- Support for enrollment initiatives throughout the year;
- Media Marketing;
- Website information;
- Online Geofencing
- Social Media;
- NJ Advance Media – NJ.COM;
- Naviance;
- Use of Google Tools;
- Video/Radio;
- Radio Statistics;
- TV Screens in Sussex County & Yetter’s Digital;
- Billboards;
- Email Marketing;
- Postcards;
- Press Releases;
- Print Advertising;
- Printed Promotions;
- Foundation Support;
- TV Screens/Marquees;
- Student Testimonials and Spotlights;
- Career and Technical Offerings;
- Athletics;
- Pike County Campaign;
- College Transformation;
- College Updates;
- Infographics.

Q & A followed the presentation.

Approved:



Kurt Gewecke, Secretary – Board of Trustees

