

Marketing and Recruitment Committee
(subcommittee of Planning Committee)

Status: Participatory (Shared) governance subcommittee of the Planning Committee.

Meeting Time: Fourth Wednesday of the month from 2:00 p.m. to 4:00 p.m. or as posted on College's Website: www.contracosta.edu

Composition: vice president, dean of enrollment services, a division dean, admissions and records director, marketing and media design director, senior dean of instruction, outreach manager and representatives from: office of student Life, workforce & economic development, institutional effectiveness, middle college high school, gateway, promise grant and an additional 2 faculty representatives, 2 classified representatives, and 2 student representatives

At the beginning of each academic year each constituency will identify two voting members.

Chair: vice-president

Records: Minutes are recorded of issues and actions and are distributed to the members and public via the College Website and forwarded to the Planning Committee

Purpose:

1. Develop, implement and evaluate a strategic outreach and recruitment plan
2. Review, analyze and make recommendations on indicators of success matrices related to marketing and recruitment
3. Regular evaluation of committee's priorities and goals.
4. Set priorities and build criteria for guiding recruitment activities