
Rogue Community College District
Board of Education Work Session – December 17, 2019 Meeting Minutes

- 1. Call to Order-** The Rogue Community College (RCC) Board of Education (Board) meeting was called to order by Kevin Talbert, Ph.D., Board Chair, at 4:01 p.m. on December 17, 2019, at the Redwood Campus (RWC), Room H2, 3345 Redwood Highway, Grants Pass, OR. Due notice was given.
- 2. Determine Presence of a Quorum-** A quorum of the Board was present including Kevin Talbert, Claudia Sullivan, Pat Ashley, Pat Fahey, Ron Fox, Roger Stokes, and Shawn Hogan.
- 3. Introduction of Guests-** RCC District employees Kori Ebenhack, Carmen Sumner, Grant Walker, Juliet Long, Vicki McCrary, and Rachelle Brown.

RCC President Cathy Kemper-Pelle was present via Zoom.

4. Information Presentation-

Grant Walker, Director of Marketing, introduced the concepts behind the latest marketing videos that he and his team have been working on. These videos are short 15-20 second videos that highlight the Career and Technical Education (CTE) programs. They were made to inspire people on an emotional level rather than just being presented with facts and figures. The goal of these videos is to target women and men in non-traditional roles as well as target GED learners, Hispanic learners, and adult learners. Based on data from the annual climate study (a study that asks students and community how they feel about RCC), it was noted that a common misconception is that RCC graduates do not get good jobs. These new videos are being made in hopes to dispel that myth.

Carmen Sumner, Assistant Director of Marketing, introduced the first six videos. These videos are designed to run on social media and Ms. Sumner noted that even with no volume, through the use of expressive typography and interesting visuals, the videos can still reach our targeted audience. Ms. Sumner expanded on Mr. Walker's earlier comment on women in non-traditional roles and mentioned that these videos feature women in the manufacturing and automotive fields. If clicked on by the audience, the videos link to specific CTE landing pages on RCC's website where people can learn more about the programs as well as fill out interest forms. It was noted that RCC can track how effective these videos are by capturing how many people click on the videos and so far, it seems that the videos have been very effective. A compilation of these short videos was then shown to the Board and others in attendance.

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Ms. Sumner then discussed the RCC Works Campaign, whose underlying theme is that RCC grads get great jobs with great employers. That campaign was started to address specific outcomes on the climate study, mainly, the community feeling like RCC graduates do not in fact get great jobs and that RCC does not have high technology for our students. A few videos were then shown demonstrating the RCC Works Campaign. In these videos, RCC graduates narrate the videos and demonstrate how they came to RCC and how their life has changed for the better. The new theme of the RCC Works Campaign is that RCC grads get great lives, with the beginning of the videos asking “What’s your great?”. This question is then answered by the RCC graduates at the end of the video, in addition to stating, “I found my path at RCC, find yours”. It was noted that the marketing department is actively looking for other participants for these videos and specifically trying to contact male students. All of the students that are featured in the videos can also be found on RCC’s blog so that prospective students can learn more about them and more about the programs that are featured.

The last video that was shown is what is known as a branding video. It is not meant to be an advertisement, but more of an inspirational look that can be featured on our website as well as with our television partners. The purpose of the video is to show an overall view of what it is like to be an RCC student.

After the videos were all presented, the Board had a chance to discuss marketing strategies with Mr. Walker and Ms. Sumner. It was asked where do we find the most potential for reaching new folks, such as social media or the news. Mr. Walker explained that there are a lot of different tactics at play. For example, the short videos that were first shown during today’s presentation are meant to run on Facebook, pre-rolls on websites, and mobile apps. The marketing department works with Spectrum and the social media companies to target which viewers will see these videos. The longer videos run on television channels with a lot currently being run during Sunday and Monday night football games. It was noted that Channel 5 has been an excellent partner for RCC and their reach in our community is huge. These videos also run during the evening and morning news. A new campaign is being run by a campaign called Cut the Cord, in which our adds are run on Hulu, Sling, Crackle and other video streaming sites. This campaign allows us to key in on very specific demographics and makes sure that those populations are seeing our videos. Ms. Sumner mentioned that there is a whole collateral that goes with the current marketing campaign in which an RCC student is featured across all forms of media. This way, as an example, our targeted audience can see the same student on a television ad that they saw first on a billboard. It was added that there is also a new campaign currently being run for specific populations in Josephine County.

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The Board wanted to know more about how the marketing department gathers data on their various campaigns and how they analyze that data. Mr. Walker noted that they are able to get really good data from Spectrum and social media. In the first 30 days of the short 15-20 second videos being run, over 69,000 people had engagement with the videos. Out of that engagement, we had 6,468 direct visits to our landing pages for those programs shown in the videos. It was noted that the next big step by the marketing department is making sure that our website is ready for the audience that is engaging with these ads. A new website design is currently in the works.

Kori Ebenhack wanted the Board to know that she is extremely proud of the entire marketing staff and said what a fantastic team they are. They carry a heavy workload and are always able to stay on track and on brand. The Board thanked Mr. Walker and Ms. Sumner for their marketing presentations and noted the videos were impressive and very well done.

5. Discussion Topics-

A. Jackson and Josephine County Opportunity Index-

The Board discussed the Jackson County vs. Josephine County Opportunity Index comparison. It was noted that poverty is an underlying challenge in our collective communities. There are some interesting figures presented on the Opportunity Index which show that our unemployment and poverty rates are higher than the state average in both counties. The Jackson County Opportunity Index showed that in the 16-24 age group of youth not in school and not working the total is 18%, whereas the state average is 12% and the national average is 11%. President Kemper-Pelle commented that this figure is higher nationally than it has been in the past and it's a concern everywhere and not just in our particular counties. She went on to note that based on our high school data, at best, 50% of high school graduates are immediately attending college, this figure includes those students taking dual credit. A question that needs answered is why are these students not continuing on to college right away?

Another noted point of data from the Opportunity Index was that of grocery store numbers. It was discussed how that relates to general deterrents of health. For example, if there is not a grocery store in someone's neighborhood and they have no means of transportation, that person is going to buy their food from their local convenience store where healthy options are very limited. This speaks to the importance of RCC opening Ossie's Cupboard at the Riverside campus so that our students have access to healthy foods. Another thing to note is that the

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Opportunity Index shows an increase in the Hispanic population, more so in Jackson County, and our numbers for Hispanic enrollment reflect that growth.

There was some discussion on the challenge in trying to lump Jackson and Josephine counties together. They are very different in terms of demographics and it poses the question of how RCC can appeal to both populations simultaneously. This goes back to what the marketing team are working on and how they are trying to come up with county specific marketing strategies. It was said that all of the 17 communities between Jackson and Josephine county have their own unique qualities and that poses its own set of challenges for our outreach team.

Finally, it was noted that Medford ranked the 7th best small community in terms of market success and that our area is above the national average for high tech jobs.

B. Review IREP Data from GISS Retreat

The discussion focused on the first-time fall cohort data. RCC wants to create strategies that are going to help understand what our first-time students do and how we can keep them. The data presented shows that there was an increase in enrollment between 2017-2019, while some of our fellow community colleges had a dramatic decrease during this timeframe. It is the belief that our higher enrollment numbers are thanks to the deliberate work done by our recruiters and student services personnel. While we have always been a predominately female community college, in terms of students, the data for the most recent fall first-time cohort shows that female enrollment is now up to 60%.

According to the data, there is a clear upward trend in Hispanic enrollment. RCC has developed programs specific to the Hispanic population and this data shows that those strategies are working. Some of these targeted programs have been in the works for 20 years. More recently, soccer and the Latinx Outreach Program have also contributed to the increase in Hispanic enrollment.

The data shows that there are currently a growing number of students taking less than 6 credits for their first term credit load. It has been shown that if a student can complete 16 credits in their first year, they are much more likely to graduate. The question was raised as to how we can get students to take on a higher course load. According to the data, the number of students who complete 16 credits in their first year is on the decline and that is something that we definitely want to turn around. It was noted that there are some strategies in the works to help us

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achieve that goal. There is about a 10% difference in graduation rate if students can obtain 16 credits within the first year. The question was raised could this trend be attributed to higher employment rates. Are credit loads lighter because more students are enrolled in school while also working?

The Board concluded that they would like to continue to review this data and be able to schedule a discussion on it either at every board meeting or at least quarterly.

- 6. Adjournment-** Kevin Talbert adjourned the meeting at 4:55 p.m.

Meeting minutes respectfully submitted by Rachelle Brown, Assistant to the President-Governance.