

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

Advancement and Public Relations Committee Meeting

**Tuesday, May 13, 2025
1:30 PM**

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

AGENDA

- I. Call to Order**
- II. *Approval of Minutes – February 18, 2025** *Tab 1*
- III. Marketing and Branding Update**
- IV. Adjournment**

Tab

1

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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 February 18, 2025, beginning at 1:00 PM. 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: Lisa Lang – Committee Chair, Jessica Killon, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent:

Other Board Members Present: Anthony Hinton and Jeffrey Powell

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

I. Call to Order

Lisa Lang called the meeting to order at 1:00 PM.

II. Approval of Minutes – February 20 and November 19, 2024

Jessica Killon moved to approve the February 20 and November 19, 2024 meeting minutes. Joanne Seasholtz seconded the motion. All agreed. Motion carried.

III. Introduction

Stefanie Moore was introduced as the new Growth Marketing Leader. She previously worked at West Virginia University (WVU) in the College of Media, where she managed marketing efforts for their online programs.

IV. Marketing Operational Plan and Marketing Assessment

The previously approved marketing plan was reviewed (Report provided in Agenda packet). Stefanie Moore provided updates on key dates and the overall timeline. She is currently working through the plan and collaborating with academic leadership to rank priority programs in preparation for the annual plan for the next fiscal year.

Due to the timeline, the summer and fall marketing campaigns have been combined. Additionally, the marketing request form has been updated to include more detailed information.

A discussion took place regarding the placement of Foundation and Alumni Relations within the organizational structure. It was decided that the Foundation will remain within Marketing, with support from other relevant areas as needed.

V. Assistant Director of Marketing Position

Stefanie Moore reviewed the Assistant Director of Marketing position (Provided in Agenda packet). The job posting is open until Friday, and there are currently nine applicants. The role will focus on digital content creation, website support, and digital marketing campaigns.

VI. Logo Design Work

The logo redesign project was initiated with Nero; however, after review, a major concern is the high cost. Discussion centered around how to proceed, with Stefanie Moore recommending a less extreme rebrand rather than a full overhaul. It was decided to table the discussion and revisit the topic in six months. In the meantime, the team will explore small, cost-effective changes that could be implemented without a complete redesign.

VII. Day of Giving Discussion

The first Day of Giving campaign in 2023 raised \$22,600, while the 2024 campaign increased to \$35,195. Last year, six months were spent preparing for the Day of Giving, but this was not possible this year due to personnel changes and limited support. The giving campaign platform costs over \$5,000. There was discussion about hosting a Day of Giving in October, with further planning needed.

VIII. Enrollment Campaign

The remaining marketing budget is being allocated to an enrollment campaign aimed at increasing fall enrollment. A key focus will be promoting the WV Invests program. Efforts include creative design for various platforms, targeted messaging, and the development of print materials to support student inquiries.



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Vision: To empower individuals and strengthen communities through exceptional training and educational pathways
Tagline: Education that works!

IX. Adjournment

There being no further business, Jessica Killon moved to adjourn the meeting. Joanne Seasholtz seconded the motion. All agreed. Motion carried.

Respectfully submitted by Amanda N. Hawkinberry



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