

PIERPONT COMMUNITY & TECHNICAL COLLEGE BOARD OF GOVERNORS

Advancement and Public Relations Committee Meeting

Wednesday, February 11, 2026
9:00 AM

Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/4010744958?pwd=KzWCMrf2TWIGnCavWGgbIUwebRZ6tX.1&omn=85003768082>

Meeting ID: 401 074 4958

AGENDA

- I. **Call to Order**
- II. ***Approval of Minutes – September 23, 2025** *Tab 1*
- III. ***Resolution for Approval – Brand Refresh** *Tab 2*
(Stefanie Moore, Director of Marketing)
- IV. **Adjournment**

*Denotes possible action item

Tab

1

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

Advancement and Public Relations Committee Meeting

**Tuesday, September 23, 2025
1:30 PM**

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

MINUTES

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on September 23, 2025, beginning at 1:30 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, Christine Miller, and Joanne Seasholtz

Committee Members Absent: N/A

Other Board Members Present: Thomas Cole

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

I. Call to Order

Lisa Lang called the meeting to order at 1:31 PM.

II. Approval of Minutes – May 13 and June 17, 2025

Christine Miller moved to approve the May 13 and June 17, 2025 meeting minutes. Joanne Seasholtz seconded the motion. All agreed. Motion carried.

III. Foundation Update

Kathy Hypes reported that the Foundation is exploring various campaigns to raise funds, including initiatives such as supporting Health Sciences students in obtaining licenses and certifications after graduation.

She also shared that the Foundation is planning large fundraising activities, similar to the aviation elimination dinner, with consideration of hosting one for Culinary Arts. Additionally,

grant proposals are being written to various foundations to support programming and scholarships.

IV. Day of Giving Planning

Kathy Hypes presented and reviewed the Day of Giving flyer (**Attachment A**). The Day of Giving will be held on April 1, 2026. This year's theme is *Pierpont Proud: Celebrating Our Story*, and next year's theme will be *Celebrating Community, Creating Opportunity*. Last year's Day of Giving raised over \$50,000, and the goal for April 1 is to raise \$65,000. It was noted that Board members proudly supported and contributed to last year's campaign, and Chairwoman Lisa Lang expressed hope that Board members will do the same for this year's campaign.

V. Website Vendor Proposal

Stefanie Moore discussed the website vendor proposal. Concerns were raised regarding costs, which could exceed \$50,000 with a new build, training, and the transfer of the current site. Another concern discussed was accessibility issues with the current website. This topic will be part of the Finance Committee discussion. Members also suggested exploring cost-sharing opportunities with other institutions.

VI. Marketing Plan Update

Stefanie Moore presented and reviewed the Marketing Plan Update (**Attachment B**).

VII. Adjournment

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

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!

DAY OF GIVING

PIERPONT

PROUD

Celebrating Our Story

**\$65K
GOAL**

APRIL 1, 2026



In 2026, we'll honor Pierpont Community & Technical College's journey, highlighting the voices, milestones, and memories that define our community. This theme invites students, alumni, faculty, and staff to share what makes them #PierpontProud. It's a chance to reflect on our roots, highlight Pierpont's independence, and celebrate the impact we've made together.

As we grow Pierpont's community in 2025-2026, we'll then celebrate our community in 2027 by spotlighting the opportunities created through collaboration — with industry, business, and local partners — and the lives changed through education with the theme:

CELEBRATING COMMUNITY. CREATING OPPORTUNITY.

2026 DAY OF GIVING GENERAL TIMELINE

- October 15: Discuss Day of Giving with the Pierpont community at Meet and Confer. Introduce the 2026 theme and encourage campaign ideas.
- November: Purchase giving platform and begin campaign planning.
- January: Train the Pierpont community during Professional Development Week, set up matches and challenges, and send announcement letters to industry, business, and community partners.
- Mid-February: Send alumni engagement letter to build excitement and encourage participation.
- March: Open early giving, possible competition tied in with March Madness.
- April 1: Day of Giving.

With passion, purpose, and pride, Pierpont's Day of Giving brings our community together to invest in student success.

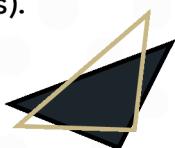
MARKETING PLAN UPDATE

SEPTEMBER 23, 2025



KEY STRATEGIES IN PROGRESS:

- Digital Advertising
 - We're working with WDTV on ads on YouTube, Streaming TV, Streaming Audio, News and Fifth Quarter.
 - We've been working with WV News on Google Search and Display ads, with ads also on their website, Geofencing, and some connected TV.
 - We've kept social media ads in-house.
- Traditional Media
 - We've run newspaper and radio ads on a flighting frequency
- Storytelling & Social Media
 - We've been capturing new content of students, alumni, staff, and faculty, sharing out through different initiatives, and soon sharing on a consistent frequency on social media.
 - Increase engagement with interactive content
- Earned Media & PR
 - So far, we've secured 11 Media placements with local outlets in FY 26. Impressions on website news pages, 479.
 - We're preparing press releases for human interest stories, new programs in Career and Corporate Training, community events, and updates on new grants, offerings, and news.
- Brand Refresh
 - We've been working on the brand refresh, defining the personality in the marketing plan and conducting research and discovery. We're planning focus groups at the end of October to focus on the updated brand, colors, logos, and guide during the month of November.
 - We're building out the website pages to include a more comprehensive brand guide and templates that staff will be able to use.
- Paid Search & Retargeting
 - We're refreshing the branding and content in October 2025 to align with the next recruitment cycle and updated branding.
- Event Participation & Sponsorship
 - The Pierpont Presence and Community Outreach committee is reviewing local community events to seek volunteers to participate in and have a presence in the community.
- Content Capture & Promotion
 - Some of our recent best performing content has included #WhyApply Day (12,774 Impressions, 185 Interactions), Gov. Morrisey's Press Conference (3,276 Impressions, 86 Interactions), and First Day of School signs for Welcome Week (52,423 Impressions, 536 Interactions).



MARKETING PLAN UPDATE

SEPTEMBER 23, 2025

KEY STRATEGIES COMING SOON:

- Co-Branded Content
 - Collaborate with 10+ high schools and five workforce partners
 - Share flyers, videos, and toolkits through trusted local channels
 - Highlight dual enrollment and career training programs
- Storytelling & Social Media
 - Launch "Get to Know Pierpont" and "Why I Chose Pierpont" campaigns
- Earned Media & PR
 - Distribute a professional media kit and branded content calendar
- Alumni Engagement
 - Allocate 7% of the media budget to re-engage alumni
 - Launch "Where Are They Now?" video series
 - Collect contact info before graduation for ongoing connection
- Student Ambassadors
 - Launch referral and ambassador programs
 - Use pop-up events and branded merchandise to build buzz
 - Highlight student voices in newsletters and campaigns
- Event Participation & Sponsorship
 - Attend or sponsor local fairs, expos, and seasonal events
 - Set up interactive stations like the "Future You" photo booth
 - Collaborate with nonprofits for co-hosted events tied to academic programs
 - Offer branded giveaways
- Content Capture & Promotion
 - Assign content leads to capture content at events
 - Use QR codes to drive traffic to program pages and newsletter sign-ups
 - Create highlight reels and tag community partners to expand reach
- Website Refresh
 - Optimize the website for mobile and SEO-optimized by April 2026
 - Simplify navigation and improve user experience and improve program-specific pages
- Content & SEO
 - Publish high-quality, relevant content (e.g., blog, program insights)
 - Remove outdated or low-performing pages
 - Implement a content marketing plan to boost organic traffic



Tab 2

PIERPONT COMMUNITY & TECHNICAL COLLEGE BOARD OF GOVERNORS
Meeting of February 11, 2026

ITEM:	Brand Refresh
COMMITTEE:	Advancement and Public Relations Committee
RECOMMENDED RESOLUTION:	<p>Resolved, that the Pierpont Community & Technical College Board of Governors approve a refreshed brand direction for the College, as recommended by the Advancement and Public Relations Committee; and</p> <p>Further resolved, that the Board authorize the President and the Office of Marketing and Communications to implement the approved brand refresh across institutional communications, marketing materials, digital platforms, and visual identity, consistent with the College's strategic direction and established brand standards.</p>
STAFF MEMBER:	Stefanie Moore, Director of Marketing and Communications

BACKGROUND:

Pierpont Community & Technical College has always been rooted in opportunity and community. Its heritage reflects a commitment to practical education and student success. As the College continues to evolve and grow as an independent institution, it is important that our brand accurately reflects who we are today and where we are headed.

To support this effort, the Office of Marketing and Communications developed two refreshed brand directions through an intentional, collaborative process that included feedback from employees, students, alumni, and community partners. One direction emphasizes Pierpont's heritage and the foundation that has shaped the institution, while the other presents a more differentiated, forward-looking identity that reflects Pierpont's momentum, growth, and independence.

The refreshed brand is not just a logo or tagline. It represents a shared commitment to creating pathways to success, telling Pierpont's story in a clear and meaningful way, and ensuring that every interaction with the College reflects our values and mission. A refreshed brand provides a consistent framework for how Pierpont communicates as it continues to move forward. It will support institutional goals related to enrollment, retention, community engagement, and workforce partnerships while ensuring consistency across all communications.

The following materials will be provided for committee and Board review:

1. A Brand Refresh presentation outlining both brand directions.
2. Survey results and feedback from the Pierpont community and external stakeholders.
3. A recommendation from the Office of Marketing and Communications.