



AGENDA

MARKETING COMMITTEE OF THE BOARD OF TRUSTEES

**September 3, 2025
3:30 PM**

3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002

**NOTICE OF A MEETING OF THE
Marketing Committee
OF THE BOARD OF TRUSTEES**

HOUSTON COMMUNITY COLLEGE

September 3, 2025

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston Community College will be held on Wednesday, September 3, 2025 at 3:30 PM, or after, and from day to day as required, 3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002. The items listed in this Notice may be considered in any order at the discretion of the Committee Chair and items listed for closed session discussion may be discussed in open session and vice versa as permitted by law. Actions taken at this Meeting do not constitute final Board action and are only Committee recommendations to be considered by the Board at the next Regular Board meeting.

I. Call to Order

- A. Opportunity for Public Comments

II. Topics For Discussion and/or Action:

- A. Strategic Communications & Marketing Update

III. Adjournment to closed or executive session pursuant to Texas Government Code Sections 551.071; 551.072 and 551.074, the Open Meetings Act, for the following purposes:

A. Legal Matters

Consultation with legal counsel concerning pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

B. Personnel Matters

Deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

C. Real Estate Matters

Deliberate the purchase, exchange, lease, or value of real property for Agenda items if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

IV. Additional Closed or Executive Session Authority:

If, during the course of the meeting covered by this Notice, the Board should determine that a closed or executive meeting or session of the Board should be held

or is required in relation to any items included in this Notice, then such closed or executive meeting or session as authorized by Section 551.001 et seq. of the Texas Government Code (the Open Meetings Act) will be held by the Board at that date, hour and place given in this Notice or as soon after the commencement of the meeting covered by the Notice as the Board may conveniently meet in such closed or executive meeting or session concerning:

Section 551.071 - For the purpose of a private consultation with the Board's attorney about pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

Section 551.072 - For the purpose of discussing the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

Section 551.073 - For the purpose of considering a negotiated contract for a prospective gift or donation to the System if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

Section 551.074 - For the purpose of considering the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

Section 551.076 - To consider the deployment, or specific occasions for implementation of security personnel or devices, or a security audit.

Section 551.082 - For the purpose of considering discipline of a student or to hear a complaint by an employee against another employee if the complaint or charge directly results in a need for a hearing, unless an open hearing is requested in writing by a parent or guardian of the student or by the employee against whom the complaint is brought.

Section 551.084 - For the purpose of excluding a witness or witnesses in an investigation from a hearing during examination of another witness in the investigation. Should any final action, final decision, or final vote be required in the opinion of the Board with regard to any matter considered in such closed or executive meeting or session, then such final action, final decision, or final vote shall be at either:

A. The open meeting covered by this Notice upon the reconvening of the public meeting, or

B. At a subsequent public meeting of the Board upon notice thereof, as the Board shall determine.

V. Reconvene in Open Meeting

VI. Adjournment

CERTIFICATE OF POSTING OR GIVING NOTICE

On this **28th day of August 2025**, this Notice was posted at a place convenient to the public and readily accessible at all times to the general public at the following locations: (1) the HCC Administration Building of the Houston Community College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston Community College's website: www.hccs.edu.

Posted By:

Sharon R. Wright
Director, Board Services

REPORT ITEM

Meeting Date: September 3, 2025

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Strategic Communications & Marketing Update	Dr. Margaret Ford Fisher Dr. Rima Adil

DISCUSSION

Providing an update to the BOT on the Strategic Communications and Marketing Plan and progress.

COMPELLING REASON AND BACKGROUND

This plan is intended for informational purposes and serves as the foundation for a new vision for the Communications and Marketing Department. We remain flexible and committed to adapting based on market dynamics, community needs, and stakeholder feedback.

STRATEGIC ALIGNMENT

1. Student Success , 4. Community Investment , 5. College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Strategic Communications & Marketing 2025-2026 Presentation	8/26/2025	Presentation

This item is applicable to the following:

Central, Coleman, Northeast, Northwest, Southeast, Southwest, District, Online



Strategic Communications & Marketing 2025-2026

Margaret Ford Fisher, Ed.D., Chancellor

Rima Adil, Ed.D., Vice Chancellor (Interim), Strategic Communications & Marketing

September 3, 2025

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HOUSTON CITY COLLEGE

Local Focus. Global Reach.

Purpose

This presentation provides a monthly update on the progress of key initiatives within the Strategic Communication and Marketing Department.

The image is a monochromatic orange-toned graphic. It features a city skyline in the background, with several tall skyscrapers. In the foreground, there are silhouettes of trees. A large, abstract, wing-like shape with a scalloped edge is superimposed over the skyline, extending from the left side towards the right. The text "Rebrand Rollout" is centered in the middle of the image in a bold, black, sans-serif font.

Rebrand Rollout

Logos/Branding Timeline Overview



Phase 1: Tease



Social Media Verification

Static visual with 'Something BIG is coming' in brand colors.



Student/Alumni Quotes

Carousel of quotes about pride and growth at HCC.



Logo Glitch

Animated distortion effect of current logo with 'Guess what's changed?'



Countdown

3-5 countdown posts leading to day of the logo reveal (Sept. 5th).



Brand Reveal Video

High-energy animated video unveiling new name and logo.



Campaign Slogan

Photo collage of campus life with new campaign slogan 'We are growing with you.'



Chancellor Short Teaser

15-20 sec video with Chancellor hinting at reveal.

Phase 2: Reveal

Social Media

- **Update and align social media handles** - ensure all platforms reflect the new brand name consistently.
- **Refresh profile and cover images** - replace with updated logo, colors, and brand visuals.
- **Archive or phase out legacy content** - remove or hide heavily branded posts in old HCC colors to maintain consistency.

Website

- **Implement domain change?**
- **Update site-wide brand colors** - refresh the website's design with the new color palette for consistency.
- **Replace logos across all pages** - update headers, footers, and embedded graphics with the new logo.
- **Publish new brand guidelines**

Phase 3: Momentum & Celebration



Logo Animation

Polished motion graphic of the new logo (9/8)



Convocation Highlight Reel

15-30 sec cut of the best moments from the event, including reactions to the reveal (9/9)



Name video clips

Repurposed Convocation clips of employers and students talking about the name change. (9/17)
Throwback & Forward Post (9/22): Old vs. new logo with caption



News Post

Share screenshot or article from media
Houston Chronicle/HBJ or Partnership
reposts



Countdown for celebration week

Graphic with dates for celebration
events



Celebration week (Sept. 24-26)

Post images from week-long celebration
of rebrand. (Sep. 29th-Oct 3)



Merch Post

Merchandise teaser of branded items

Website Redesign Update

Scope



Schedule



Budget



Risk/Issues



**People
Resources**



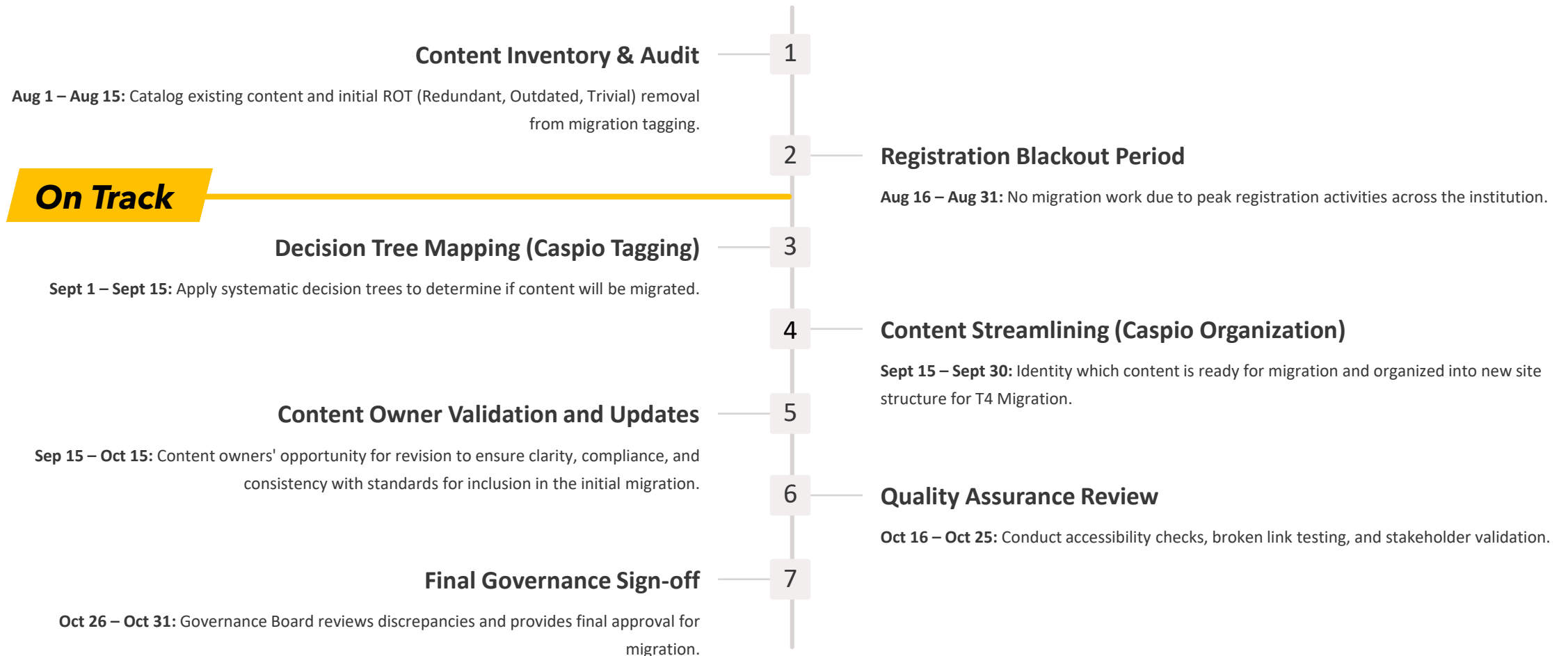
54%

Complete

Project Deliverables: Content Tagging for Migration

Duration: Aug 1 – Oct 31, 2025

- (1) Required by October 31 for T4 to Build Infrastructure
- (2) Focused on Prioritized Pages for Migration



Key Generic Marketing Messages



New Name, Stronger Brand Identity

“Houston City College” reflects a bold, modern identity aligned with the city it serves—enhancing recognition, relevance, and trust in both local and global markets



Expanded Academic Pathways

Now offering bachelor’s degrees, the college is evolving to meet student and workforce demands while maintaining its reputation for student-centered, quality education.



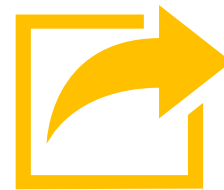
Affordable, Accessible, Student-Centered

High-impact education at a community college price—delivering value through flexible, student-focused learning options, online access, and comprehensive support services.



Rooted in Houston, Reaching the World

With deep community ties and a growing global presence through its online college, HCC is educating students for success in a connected, modern economy.



Future-Focused and Workforce-Driven

Designed for the jobs of today and tomorrow, HCC’s programs are built in partnership with industry to ensure graduates are career-ready, with student success as the central priority.



Monthly Marketing & Communication Report, July 2025

Paid Social Media July 2025 (sample)



Key Performance Indicators Year-Over-Year

July 2025 Website

Subject	2024	2025	Change
Total Views	1,896,998	2,196,826	+15.81%
Views to Home Page	418,087	528,499	+26.41%
Search Results/Usage	84,900	87,015	+2.49%
Apply/Pay	65,955	114,387	+73.43%
New Users	283,918	315,802	+11.23%
Views Per Session	2.40	2.45	+1.84%
Total Events/Actions	6,233,065	6,366,218	+2.14%

Marketing Highlight: Houston Reconnect

A Mini-Campaign for Student Success

In July, HCC trustees allotted \$9 million to fund scholarships for students who left college without completing a certificate or degree. To communicate this opportunity, HCC connected by email, postcards, and phone calls to 9,700 unduplicated students who met the requirements for a Houston Reconnect scholarship. In addition, the college promoted the initiative through social media and mass email advertising.

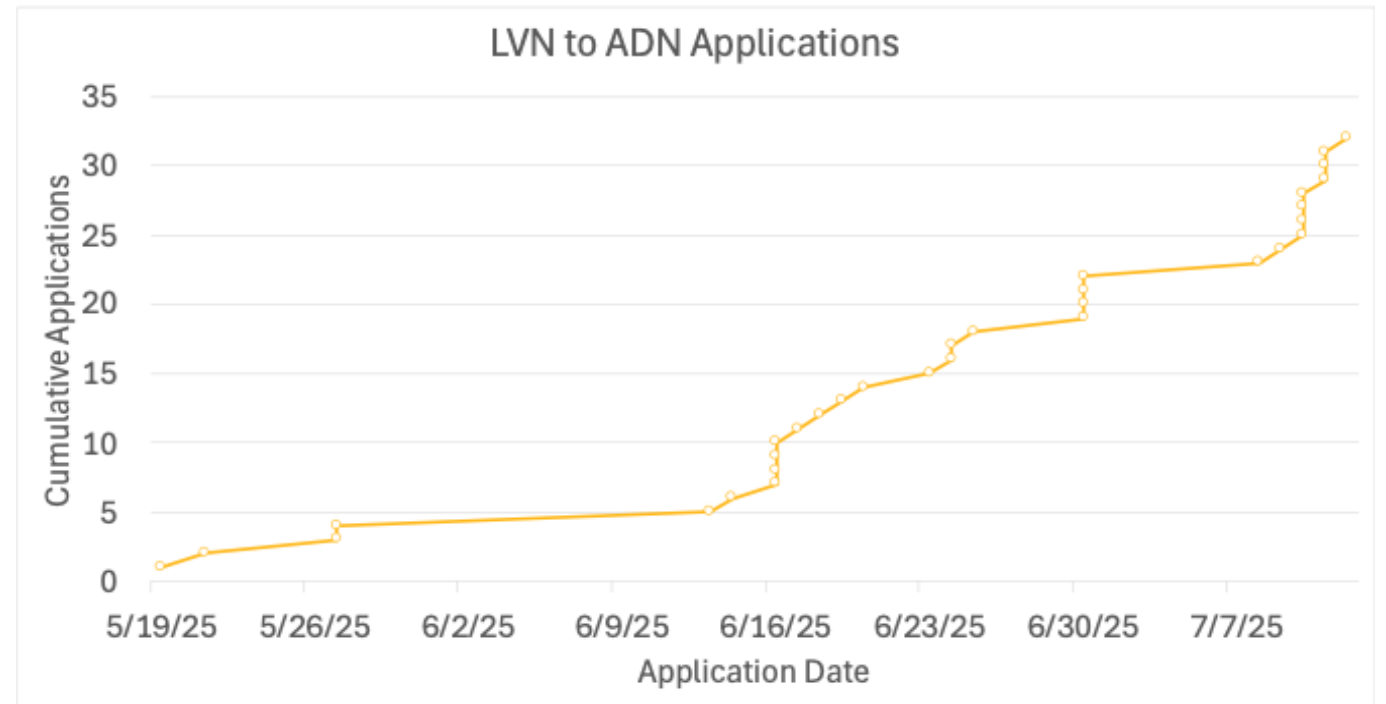
The result:

- 327 students responded to the invitation
- 241 students qualified for Houston Reconnect scholarships
- 51 students committed to complete and registered for fall 2025, as of August 21, 2025

Marketing Highlight: LVN-to-ADN Program

Relaunching HCC's LVN-to-ADN Program at HCC Coleman

The state Board of Nursing allowed HCC Coleman to market the relaunch of its LVN-to-ADN program between May 19 and June 30. The college, along with the Communications and Marketing Office, promoted the program through email blasts, social media, online digital ads. The campaign began June 10. Results: 32 applications, 20 enrolled students.



Exploring New Initiatives: Fall 2025

HCC App

Workgroup formed for Recommendations and Timeline

Center of Innovation in Communication & Marketing

The goal is to engage AI student interns to generate fresh, innovative ideas for efficiently producing high-quality marketing content—content that reflects the audience, caliber, and scale of our institution.

Lead Tracking and Engagement

Inquiry to connection: Transforming student inquiries into meaningful outcomes

League of Influencers

The goal of the League of Influencers is to build stronger community and brand by engaging faculty, staff, students, and interested community members in advocating for Houston City College by sharing and promoting its mission, values, and achievements through their personal social media platforms.

Targeted Marketing: 100 Messages. 100 Ways

This campaign is designed to deliver highly personalized, audience-specific messaging across a wide range of platforms and touchpoints. By tailoring 100 distinct messages in 100 strategic ways, we aim to engage diverse audiences more meaningfully while reinforcing a unified brand identity.

Employer Co-Branding: Pathways in Partnership

This initiative bridges education and industry by creating clear career pathways for students—starting as early as middle school. It supports informed decision-making, boosts motivation, strengthens retention and completion, and engages local employers in training and hiring talent directly from Houston City College.

Thank you!