



AGENDA

MARKETING COMMITTEE OF THE BOARD OF TRUSTEES

**October 1, 2025
3:00 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

October 1, 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, October 1, 2025 at 3:00 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 and 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 **26th day of September 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: October 1, 2025

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Strategic Communications and Marketing update	Dr. Margaret Ford Fisher Dr. Rima Adil

DISCUSSION

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

COMPELLING REASON AND BACKGROUND

This presentation is a regular monthly update on the progress of key initiatives.

STRATEGIC ALIGNMENT

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

ATTACHMENTS:

Description	Upload Date	Type
BOT_Oct1_Strategic Communication & Marketing	9/24/2025	Presentation

This item is applicable to the following:

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



Strategic Communications & Marketing

Margaret Ford Fisher, Ed.D., Chancellor

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

October 1, 2025

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.

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Rebrand Rollout Update

Convocation Highlights



- First official reveal of Houston City College logo
- Positive response from faculty, staff, and students
- Photos group shots, logo displays, and engagement
- Total views: 686,572 versus 612,594, which is a 12.08% increase
- Views to homepage: 186,498 versus 166,793, which is a 11.81% increase



What's Updated

Brand Rollout

- Letterheads – general, personal and department
- Business cards
- PowerPoint
- Email Signature and Email Header
- Step & Repeat
- EMS & Police Badge
- Official Logo and department wordmark requests can be placed via hccs.edu/SNOW



Next Step with Rebrand

Brand Rollout



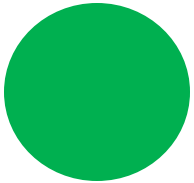
- Finalize and share full branding toolkit - end of September 2025
- Launch **brand training** sessions for staff and faculty at each campus - October 2025
- Complete logo transition across all departments by Dec 2025
- Campus signage - work with facilities to provide necessary elements.
- Work with OGC for trademark submission and digital property



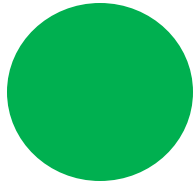
Website Redesign Update

Website Redesign Update

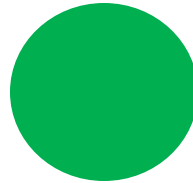
Scope



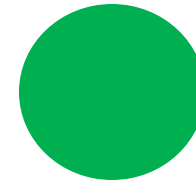
Schedule



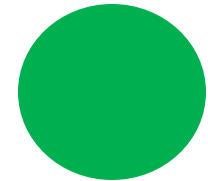
Budget



**Risk &
Issues**



**People
Resources**



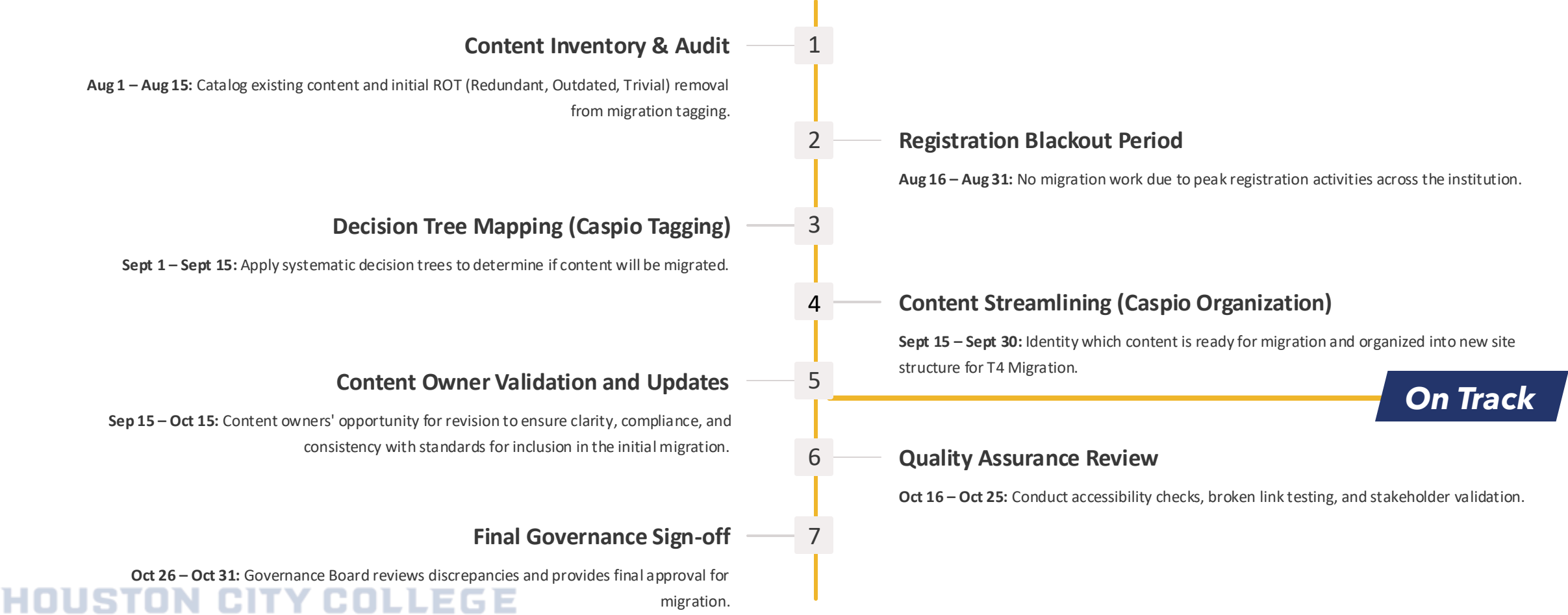
63%

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



A blue-tinted background image of a city skyline with various skyscrapers and trees in the foreground.

Monthly Marketing & Communication Report / KPIs, August 2025

Key Performance Indicators Year-Over-Year

August 2025 Social Media

Subject	August 2024 Followers/Subscriber	August 2025 Followers/Subscriber	Change
Facebook	48,614	48,816	0.42%
Instagram	10,616	12,415	16.95%
Linked-In	131,236	140,473	7.04%
X	11,677	12,146	4.02%
You Tube	6,580	7,008	6.50%
Total Subscribers/ Followers	208723	220858	5.81%

These numbers are drawn from district platforms. We are working to bring colleges on reporting platform for more collaborative content, transparency, and better reporting

Key Performance Indicators

August 2025 Social Media

Subject	Impressions	Reach	Engagement
Facebook	179,000	139,000	11,000
Instagram	83,100	37,100	1,039
Linked-In	98,300	74,600	6,500
X	22,400	16,500	4,300
Total Subscribers/ Followers	382,800	267,200	22,839

These numbers are drawn from district platforms. We are working to bring colleges on reporting platform for more collaborative content, transparency, and better reporting

Key Performance Indicators Year-Over-Year

August 2025 Website

Subject	August 2024	August 2025	Change
Total Views	2,606,955	2,836,760	8.82%
Views to Home Page	600,427	740,586	23.34%
Search Results/Usage	125,385	113,981	-9.10%
Apply/Pay	87,698	113,752	29.71%
New Users	368,133	383,690	4.23%
Views Per Session	2.45	2.45	0%
Total Events/Actions	8,400,111	8,127,404	-3.25%

A decrease in site search usage may suggest that users are locating information more efficiently. This improved navigation could also explain a decline in total events/actions, as users need less exploration to reach their goals.



Marketing Highlight: Connect 2 Workforce

HCC trustees allotted \$1 million to fund scholarships for students in high demand areas that's leads to workforce certificates. HCC's Communication and Marketing Team launched a Connect 2 Workforce campaign to include: Connect 2 Workforce landing page, and promoted the program through several program flyers and short reels on social media including Facebook, Instagram, Linked-In.

The results:

Marketing Campaign as of September 18, 2025

Ad impressions: 15,867

Clicks: 2,330

Video Views: 80,355

Page visitors: 4,776

Enrollment Report as of September 18, 2025

Leads/Applications generated = 144

Enrolled = 49 (11 funded)

Houston Community College
Board of Trustees

Eva L. Loreda, Chair, District VIII
Laolu Davies-Yemitan, Vice Chair, District IV
Sean Cheben, Secretary, District V
Monica Flores Richart, J.D., District I
Renee Jefferson Patterson, District II
Adriana Tamez, Ed.D., District III
Dave Wilson, District VI
Cynthia Lenton-Gary, Ph.D., District VII
Pretta VanDible Stallworth, Ph.D., PMP, District IX

Chancellor
Margaret Ford Fisher, Ed.D.

Ready to Get Reconnected?

If you are eligible and have not received an invitation to reconnect email, do not hesitate to reach out to HCC.

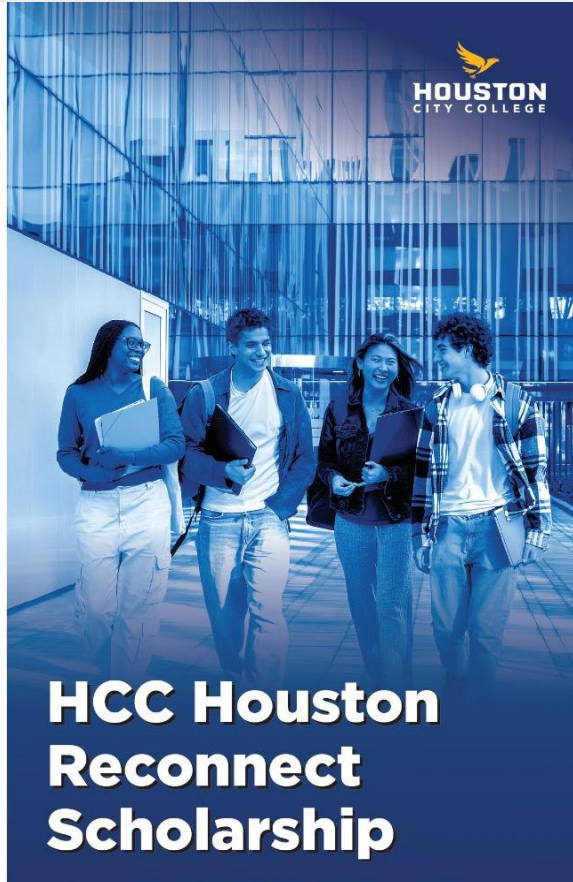
Contact us with your questions!
We're here to help.

Ask us any questions at
713.718.5324
713.718.5409

hcc.reconnect@hccs.edu

HCC does not discriminate on the basis of race, color, religion, sex, gender identity and gender expression, national origin, age, disability, sexual orientation, or Veteran status. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Sandra B. Jacobson, J.D., M.Ed., SHRM-SCP Interim Director of EEO and Compliance/ the IX Coordinator/ADA/Section 504 Coordinator, 3100 Main Street, Houston, TX 77002, 713.718.8271 or hcc.oeo@hccs.edu

BITM0117629



**HOUSTON
CITY COLLEGE**

HCC Houston Reconnect Scholarship

An initiative to give adults a **second chance** to complete a certificate or degree.



HCC WANTS YOU BACK!

If you are 25 years or age or older and finished college short of completing a workforce certificate or associate degree, here's your opportunity to finish what you began.

The **Houston Reconnect Initiative** is a scholarship designed to support students financially who are close to completion. After all, with a college certificate or degree you can earn more, get the promotion you have been wanting, step into higher levels of responsibility, and more. And HCC can help get you there.

Who is Eligible?

Are you a former HCC student who:

- ▶ Is 25 years or older?
- ▶ Earned a 2.5 Grade Point Average (GPA) at HCC?
- ▶ Has been out of college one year but less than 5?
- ▶ Earned 15 credit hours toward a credential of value or earned 45 credit hours toward a workforce associate's degree?
- ▶ Has no outstanding debt with HCC?

If this describes you, you are encouraged to apply! The HCC Houston Reconnect Scholarship pays tuition and fees to help you complete your certificate or degree within three semesters or less.

Which Students will Receive Funding?

HCC will give priority to students seeking:

- ▶ Short-term credentials that can be completed in one year or less
- ▶ Workforce associate degrees that can be completed in less than one year

What Can Students Expect?

A second chance at college is as easy as **1-2-3-Go!**

1. Receive a recruitment letter

You will receive an email invitation from HCC with hyperlinks to an intake form, Apply Texas, and a video describing funding opportunities and orientation options. Respond by clicking the links and taking the steps—and you are on your way!

2. Attend an onboarding session and meet with a Reconnect Navigator

Onboarding session are both virtual and in-person, offered at different locations and various times. Here you will learn about the program and your responsibilities. You will be assigned a Reconnect Navigator who will guide you through the enrollment process and register you for classes.

3. Accept Our Follow-up Calls

Once your classes have begun, your Reconnect Navigator will "check in" you every four months to offer assistance, if needed. We want you finish what you started—and move your future forward!



Marketing Highlight:

Houston Reconnect (follow-up)

Due to the targeted nature of this effort, social media promotion was paused during the initial phase to avoid confusion and ensure alignment with eligibility criteria. Student outreach was conducted primarily through phone calls, text messages, and mailers.

In phase two, The **marketing team is launching a dedicated student lead funnel** with a centralized landing page to streamline capture and contact via a single point of contact. Marketing assets will include **recorded student testimonials**. Recruitment criteria still remain predefined. Initiatives will utilize **short messaging, emails, and targeted paid social media campaigns** (Customer Match on Google/YouTube, Custom Audiences on Facebook/Instagram, Matched Audiences on LinkedIn). We will provide refined, engaging messaging options for this campaign.

"The HCC Houston Reconnect Scholarship gave me a new start on life. It allowed me to complete my AAS in Logistics & Global Supply Chain Management, show my kids the importance of finishing what you start and step into the role model I aspire to be for them."—April Davila, HCC Houston Reconnect Scholarship Recipient

"The HCC Houston Reconnect Scholarship gave me the chance to finish my certificate and work toward my associate's degree in manufacturing engineering technology. As a veteran, this support allows me to move forward in my career and start an exciting new chapter." – Matthew Creed, HCC Houston Reconnect Scholarship Recipient



New Initiatives Launched



Student Stories Weekly Mini Campaigns

HCC Eagle Ready to Soar

HCC AI student attends career fair, snags internship with no experience

A Houston City College career fair led student Anthony Randall, (age), to win an internship as an instructor at American Robotics Academy, even though he had had no experience, degree or technical background. He then built upon that experience to land an additional internship at PrimeWay Federal Credit Union.

"I gained insight into how to manage projects as a simulation technician by working on an AI chatbot at HCC Coleman Simulation Lab," said Anthony, who grew up in (where).



With these on-the-job skills and his HCC studies, Anthony has continued to hone his skills and is now interning at the diversified financial company, Macquarie Group's Houston office. He hopes to complete his bachelor's degree in applied AI and Robotics in 2027.

"I feel like HCC is opening more and more doors for me every day," he said.

Learn more about the [Artificial Intelligence & Robotics program](#).

Do you have a success story? Let us cover your story [insert link or contact info here].



New Initiatives in Progress



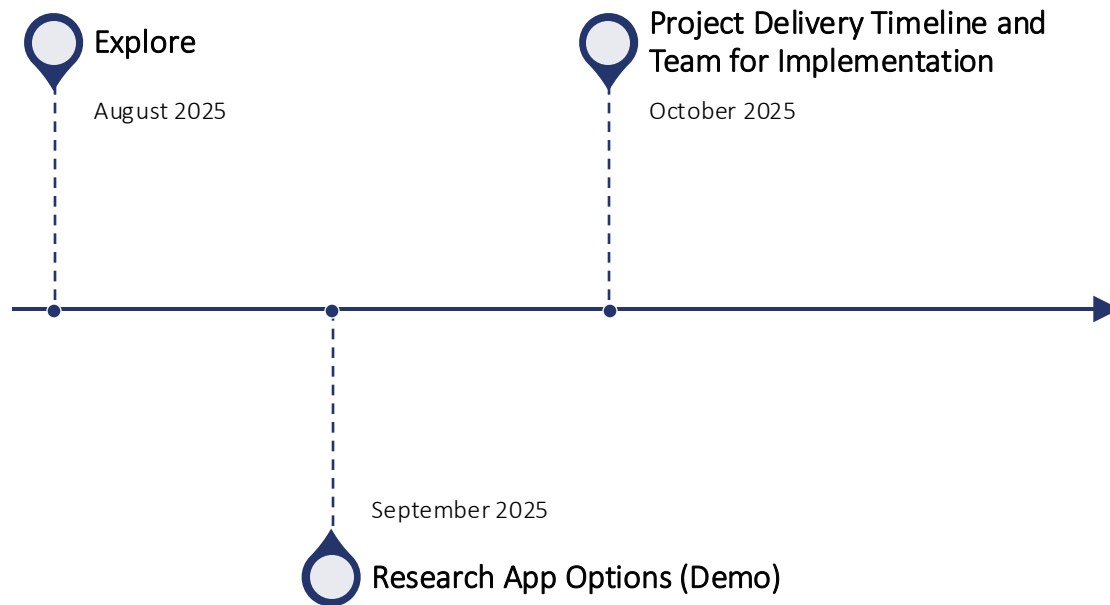
Community Outreach & Engagement Shared Calendar

The district is working on implementing a shared calendar for Community Outreach and Engagement. This centralized tool enhances coordination, transparency, and monthly reporting.

With a standardized naming convention in place, the calendar will be maintained and shared with the relevant stakeholders, supporting a unified and collaborative approach to community engagement activities.

Community Outreach and Engagement ☆ ☾						🔍	☰	⬇️	☰ All Items ▾	Calendar
Title	Event Type	Start	End	Description	Registration Link					
DIST: Greater Black Chamber Pinnacle ... ✕	Sponsored Event	November 11	November 11	6-10 p.m. Bavou Citv Event Cer	https://ghbcc.com/pinnacle2025/					
DIST: HAUL Equal Opportunity Day Gala ✕	Sponsored Event	December 13	December 13	6 p.m. Hilton Americas Hot	https://www.haul.org/equal-opportunity-day-gala/					
DIST: GHP Talent Forward Event ✕	Sponsored Event	Tomorrow at 08:30 ...	Tomorrow at 01:30 ...		https://www.houston.org/events/talent-forward-shap...					

HCC App

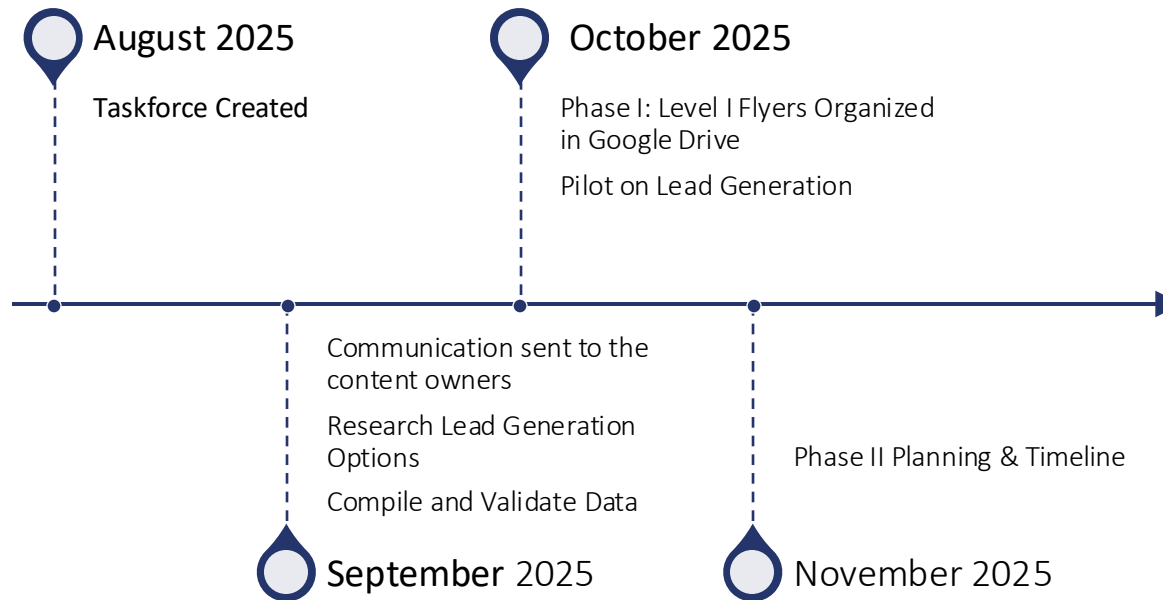


Features Being Explored

- **Way-finding:** To help students navigate HCC campuses.
- **Emergency Services:** To ensure students have at their fingertips contact information to emergency support services (e.g., HCC police, etc.).
- **AI Chatbot, Personal assistant:** To provide students with their own personal assistant.
- **Communities:** To allow students an opportunity to create their own communities and self-initiate discussions.
- **Student Life Activities:** To provide students with information about student life activities available on campus.
- **Push Messaging:** To provide students with the message of the day.
- **Academic Calendar:** To provide students with information on key dates (e.g., final exams, etc.).
- **HCCTV Livestream Videos** *exploring

Promo Pack – Branded & Ready

Fueling Enrollment



This library will serve as an open-source repository of **HCC-branded, ready-to-use content**, accessible to recruiters, the communications team, college leadership, and anyone involved in community engagement.

The goal is to create a **sustainable structure** for meeting the college's ongoing marketing needs. This library will not only house campaign content but will become a **recurring part of our semester planning routines**, similar to the academic scheduling process.

Once fully established, the Promo Pack development timeline will align with **scheduling deadlines**, ensuring that all marketing efforts reflect current and accurate program offerings.

The Promo Pack will include:

- 15–30 second promotional video reels
- Ready-to-print flyers
- Social media graphics and pre-written captions
- “Ready-to-post” content for multiple platforms
- Consistent, on-brand messaging for Level 1 Certificates
- Content Accuracy on the Website
- Consistent Mechanism for Lead Generation and Initial Connection

We will be launching this project with a focus on **Level 1 Certificates**, but it will expand in future phases to support broader programming needs. This includes developing content tailored to key **student personas** such as working adults, veterans, parent students, first-generation students, and ESL/GED learners. As part of this process, we will be reaching out to program owners to confirm the accuracy of all content.

A blue-tinted background image showing a city skyline with several tall skyscrapers and some trees in the foreground. The text is overlaid on this background.

Fall 2025 Districtwide Student Engagement - Coordinated Events



Brand Celebrations

September 2025

Eagle Preview Days

October 2025

October 2025

Commit to Complete

November 2025

STEM / STEAM Activities



Thank You