



AGENDA

MARKETING COMMITTEE OF THE BOARD OF TRUSTEES

**December 3, 2025
2:00 PM**

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

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

HOUSTON CITY COLLEGE

December 3, 2025

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston City College will be held on Wednesday, December 3, 2025 at 2:00 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 & Marketing

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 **25th day of November 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 City College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston City College's website: www.hccs.edu.

Posted By:

Sharon R. Wright
Director, Board Services

REPORT ITEM

Meeting Date: December 3, 2025

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Strategic Communications & Marketing	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.

STRATEGIC ALIGNMENT

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

ATTACHMENTS:

Description	Upload Date	Type
December 03 Board Presentation _Strategic Communication & Marketing	11/17/2025	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

December 03, 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.

Table of Contents

2	Purpose
4	Rebrand Rollout Update
8	Website Redesign Update
15	Monthly Marketing & Communication Report / KPIs, September 2025
19	HCC TV Plan
29	Dynamo Partnership
35	New Initiatives in Progress



Rebrand Rollout Update

What's New

Brand Integration in New Hire Orientation



- ▶ Embedding brand standards into the orientation program
- ▶ A dedicated branding segment in the presentation
- ▶ Providing fully branded materials, templates, and deliverables for their presentation
- ▶ Setting clear brand expectations for new employees from day

Next Step with Rebrand

Brand Rollout



- Finalize and share full branding toolkit - end of **September 2025**
- Brand training sessions scheduled for staff & faculty - **October 21, 22, & 23**
- Complete logo transition across all departments by **Dec 2025**
- Campus signage – coverings in planning & scheduling stage – **starting Dec 2025**
- Work with OGC on trademark filings and digital property.
- Once OGC determines that there has been sufficient internal and external use of the logo, they will initiate the trademark process when they deem it appropriate.

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

Website Redesign Update

Website Redesign Update

Scope



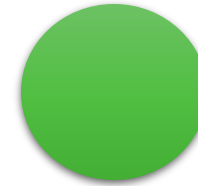
Schedule



Budget



**Risk &
Issues**



**People
Resources**



72%

Complete

Project Deliverables Overview

Phase 1: Discovery & Pre-Architecture (Jan 2025)	Phase 2: Information Architecture (Aug 2025)	Phases 3-4: Content Strategy & Design, and Development (Feb 2026)	Phase 5: Quality Assurance and Launch (Target Mar 2026)
✓ Content Audit ✓ Stakeholder Survey ✓ Stakeholder Interviews ✓ Competitor's Audit ✓ Website Strategy Roadmap ✓ Recommended Governance Plan	✓ Sitemaps ✓ Wireframes / Templates ✓ Annotations ✓ Design Concepts (Visual) ✓ Governance Model / Structure ✓ Governance Approval Workflows ✓ Authoritative Content ✓ Core Content ✓ Ancillary Content ✓ Content Migration Decision Tree ✓ Pre-Launch ✓ Post Launch	✓ Content Tagging for Migration ✓ Content Writing ✓ Functional Specifications ☐ Fully Functional HTML/CSS ☐ Website Coding (~4 months)	☐ T4 Go-Live Plan and Checklist ☐ T4 Migration of pages (1500 Pages) ☐ QA Testing, Bug Fix, Regression ☐ Trainings & Materials ☐ UAT ☐ Handoff to HCC ☐ HCC Migration (>1500) ☐ Go Live / Launch ☐ Lessons Learned

Core Principles:

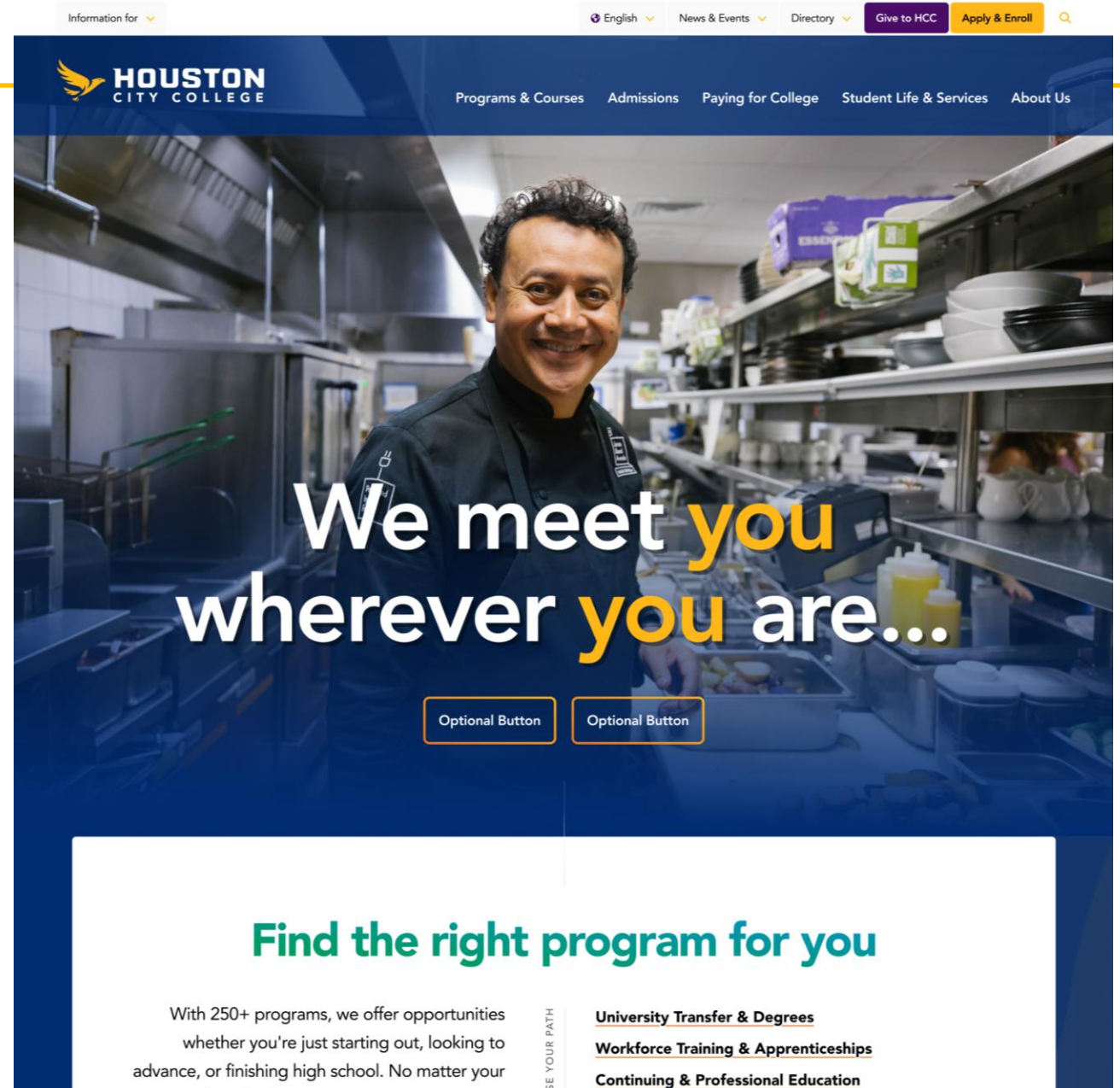
- Deliver a product that addresses the student concerns
 - Do not eliminate content type / functionality
- Retain adequate time for Quality Assurance activities
 - Retain adequate time for Quality Control activities



Website Redesign

Homepage

- Modern, student-first design
- Prioritize program discovery up front
- Clear, student-focused value propositions
- Strategic feature & promotion sections
- Student-centered storytelling
- Restructured site architecture around student needs, not internal departments





Programs & Courses > Explore All Programs

Explore All Programs

Explore over 250+ degrees, certificates, and credential offerings designed to help you reach your goals. We also offer programs in High School & Early College, Adult Education (GED, ESL & Literacy), and Military Education.

SEARCH

Search...

FILTERS

Education Track

- ☐ University Transfer
Earn an associate degree and transfer to a four-year university.
- ☐ Workforce Training

SHOWING 1-15 OF 237 RESULTS

Accounting

University Transfer | Workforce Training | Continuing Education

5 Programs

Allied Health

Workforce Training

Program Listing Page

Unified all program searches into one streamlined experience.

Robust search and filtering system

Expandable program categories for quick overview of program area and offerings

Program Details Page

- Highlights real student success stories, outcomes and career pathways
- Filterable by education track
 - Clear CTAs to apply for each program award
- Callout box with key program information
- Expandable accordion sections for required accreditation information

Information for ▾ English ▾ News & Events ▾ Directory ▾ Give to HCC Apply & Enroll 🔍

HOUSTON CITY COLLEGE

Programs & Courses Admissions Paying for College Student Life & Services About Us

Programs & Courses > Accounting

Accounting

Our accounting programs gives you the skills to analyze finances, manage payroll, and navigate tax regulations with confidence. Whether you're starting fresh or advancing your expertise, our flexible degree and certificate options prepare you for a fast-moving, high-demand career in accounting.

CAREER PATH: Business

Maria's Success Story

ACCOUNTING CERTIFICATE
Laid the foundation with core accounting skills and tools Maria needed to launch her career.

PAYROLL SPECIALIST CERTIFICATE
Helped Maria specialize in payroll to qualify for more focused, higher-paying roles.

PAYROLL SPECIALIST AT [COMPANY NAME]
"HCC gave me the training I needed and within weeks of finishing, I landed a job as a Payroll Specialist."

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

Monthly Marketing & Communication Report / KPIs, October 2025

Key Performance Indicators Year-Over-Year

October 2025 Social Media

Subject	October 2024 Followers/Subscriber	October 2025 Followers/Subscriber	Change
Facebook	49,179	49,952	1.57%
Instagram	11,007	12,104	9.96%
Linked-In	133,857	140,957	5.30%
X	11,813	12,091	2.35%
You Tube	6,221	7,100	15.44%
Total Subscribers/ Followers	212,077	222,004	4.81%

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

October 2025 Social Media

Subject	Impressions	Reach	Engagement
Facebook	98,681	90,130	5,799
Instagram	94,910	30,882	1,180
Linked-In	90,839	41,263	2,952
X	5,316	11,056	72
Total	289,746	173,331	10,003

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

October 2025 Website

Subject	October 2024	October 2025	Change
Total Views	1,999,768	2,128,524	6.44%
Views to Home Page	514,694	613,471	19.19%
Search Results/Usage	90,557	82,429	-8.98%
Apply/Pay	56,500	59,676	5.62%
New Users	292,528	316,841	8.31%
Views Per Session	2.27	2.17	-4.29%
Total Events/Actions	6,378,046	6,053,604	-5.09%

Improved navigation and streamlined content can reduce both views per session and total events. When users can find what they need faster — with fewer clicks, pages, or form steps — they generate fewer tracked interactions overall. This doesn't necessarily indicate lower engagement; it often reflects a more efficient and user-friendly experience.

Executive Summary

HIGHLIGHTS

- HCC | U.S. Press got mentioned 141 times
- HCC | U.S. Press had a Estimated Views of 25.3K
- The Net Sentiment for HCC | U.S. Press is 9



Editorial Mentions
The number of appearance in articles



Estimated Views
Approximate number of article views you appeared in



Net Sentiment Score
The net change (up or down) in sentiment over the time period

141

25.3K

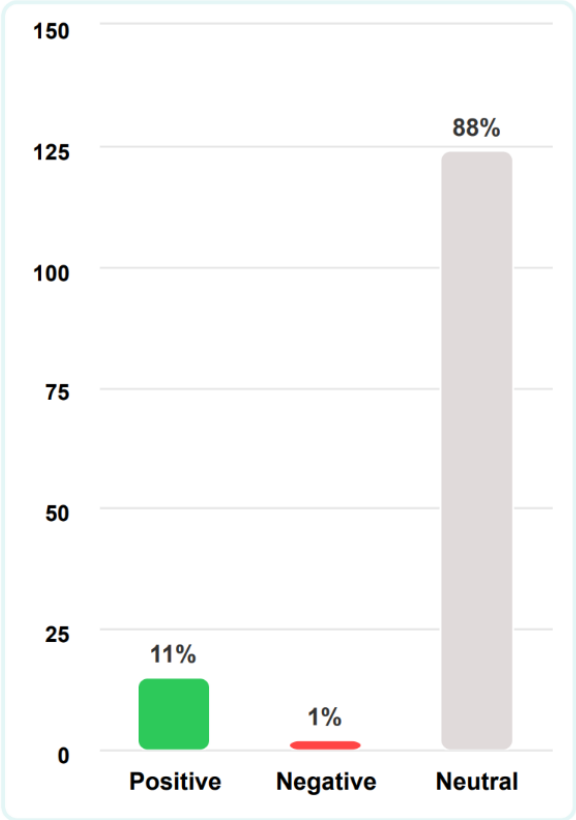
+9

mScore

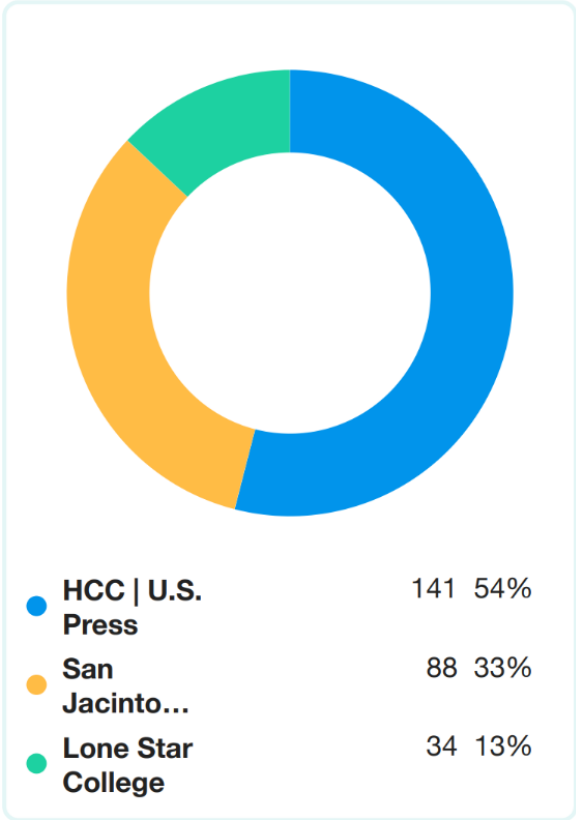
36

Oct 31, 2025 - Nov 11, 2025

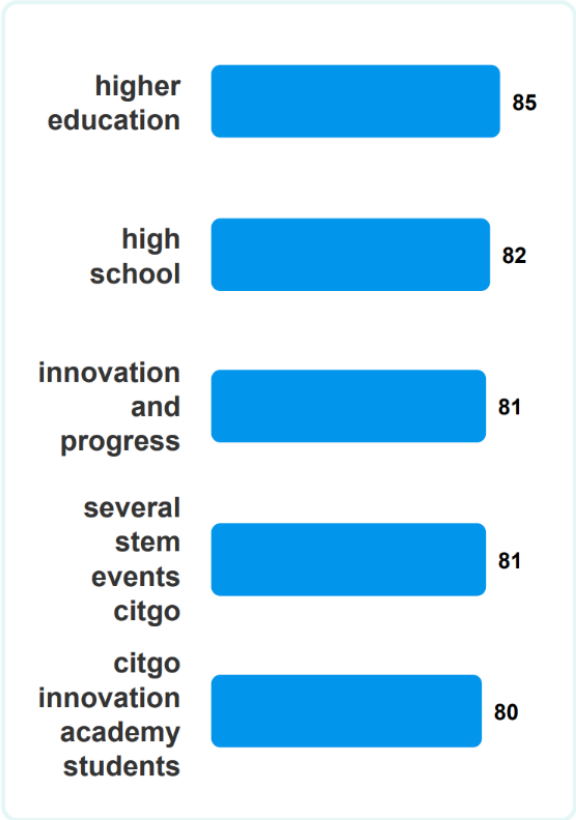
Sentiment



Share of Voice



Key Messages



Share of Voice by Mentions

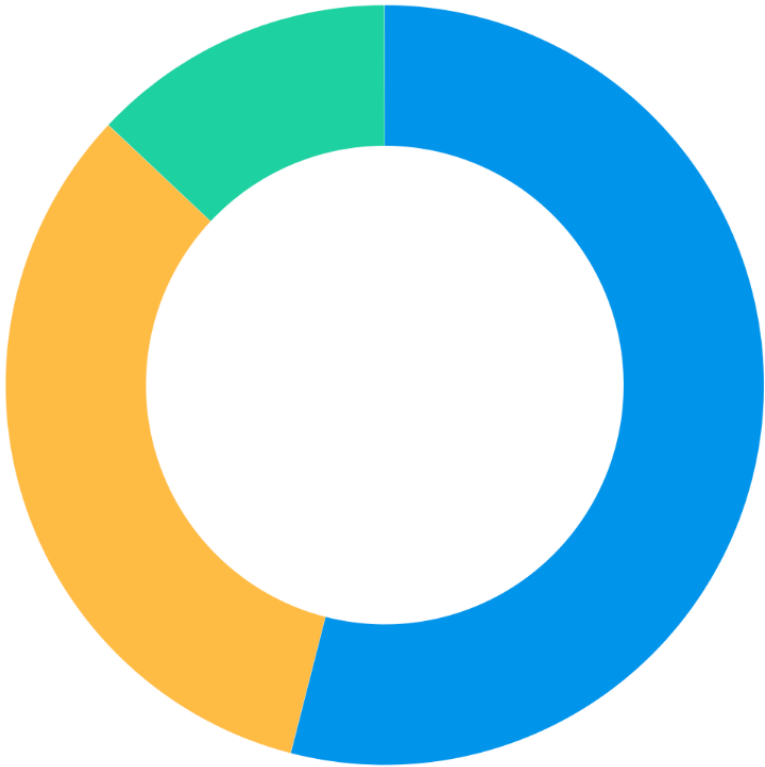
HIGHLIGHTS

- HCC | U.S. Press accounted for a 54% share of Editorial Mentions.

HCC | U.S. Press Mentions share
Share of Voice by Mentions: October 31, 2025 - November 11, 2025

54%

Share of Voice by Mentions



● HCC U.S. Press	141	54%
● San Jacinto College	88	33%
● Lone Star College	34	13%

Competitive Social Media Mentions

HIGHLIGHTS

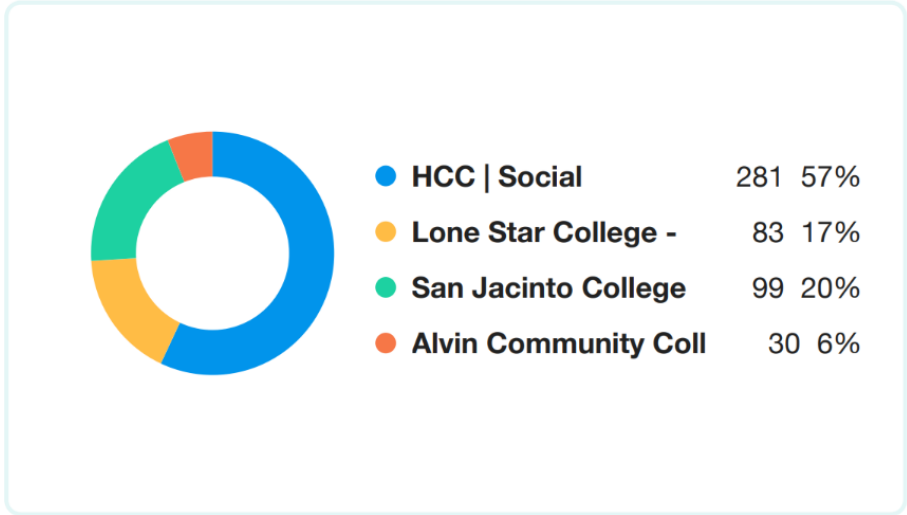
- HCC | Social accounted for 57% of Share of Voice by Mentions.
- The social media platform that gave HCC | Social the most coverage was linkedin with 122 Mentions.
- HCC | Social had the largest Positive Sentiment at 41%.
- Alvin Community Coll had the largest Negative Sentiment at 7%.

57%

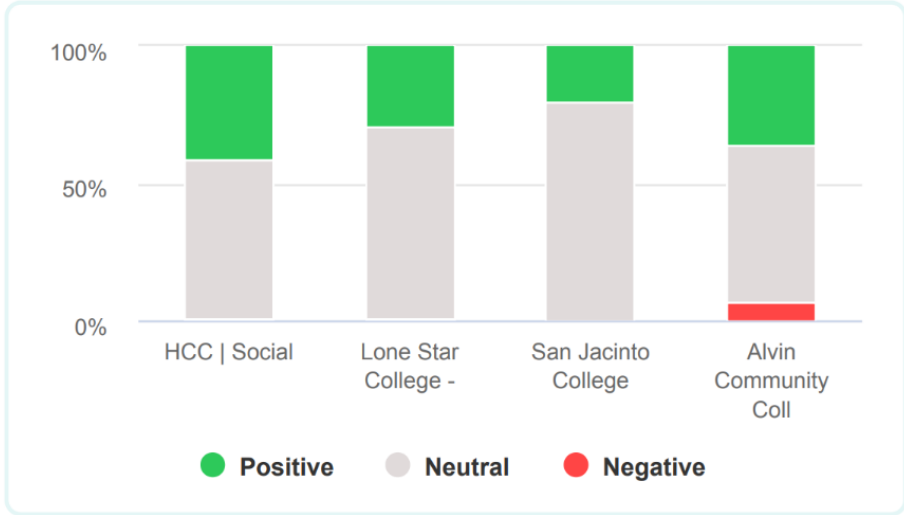
HCC | Social Social Media Mentions share

Competitive Social Media Mentions: October 31, 2025 - November 11, 2025

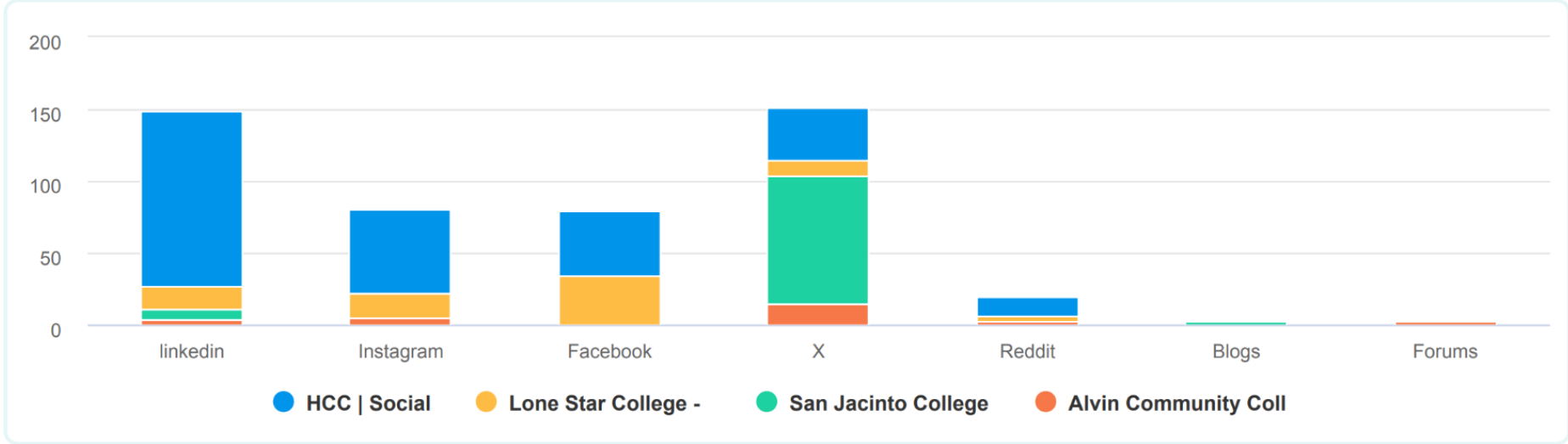
Share of Voice by Mentions



Sentiment Comparison



Social Channel Mix





Spring Marketing Campaign

Marketing Campaign- Spring Enrollment 2026

Objective

Drive traffic to the “apply and pay” page for the upcoming January term by reaching prospective students.

Run Dates

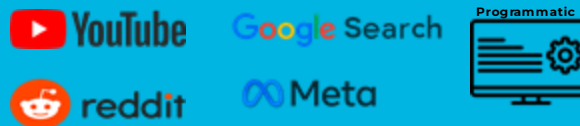
October 31, 2025 - January 31, 2026

Audience

Prospective students (18–34) in Greater Houston exploring college, trade, or workforce options.

Channels

Digital



TV/Streaming

- Fox, ABC, KHOU, Univision, ABC, Telemundo



Radio

- KODA, 97BOX, MEGA

Creative



Marketing Messages:

- 1) Turn your passion into a career
- 2) It's not too late to register
- 3) Have you been thinking about what comes next?
- 4) HCC classes start in January- Register Today

Marketing Campaign- Mini-Semester 2026

Objective

Promote enrollment for HCC's Winter Minimester. The goal is to position HCC as a convenient, affordable, and smart way to stay on track or get ahead academically.

Run Dates

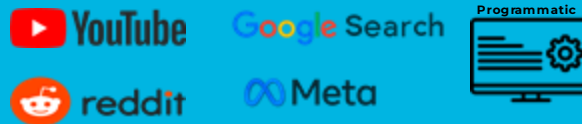
October 31, 2025 - December 10, 2025

Audience

College students (18–23) in Houston for winter break, seeking fast-track, transferable, or degree-completion courses.

Channels

Digital



Print Partnerships

- Hearst Media

Creative



Marketing Messages:

- 1) Earn College Credit This December
- 2) Earn 3 Credits in 3 Weeks
- 3) Get a Head Start on your Degree

Digital Campaign - Weekly Update

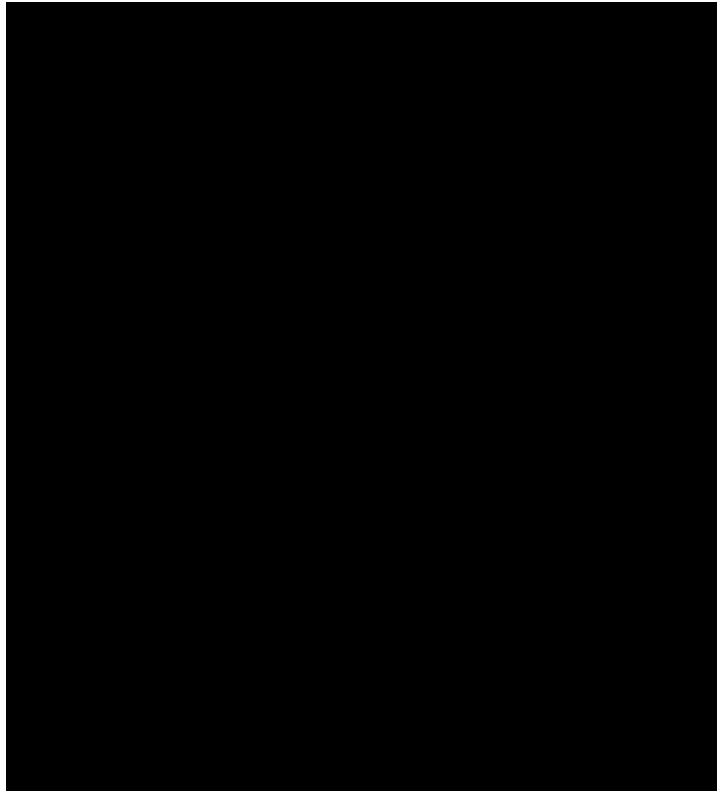
Campaign Graphics (Mini-Semester & Spring Enrollment)



Creatives: 2 designs with a variation of 14 images, in 2 languages (Eng/Spa), 5 sizes each



Mini-semester campaign -
2 Video versions 15 & 6 sec. In
vertical and horizontal formats



Spring Enrollment campaign -
2 Languages
3 Video versions each 30, 15 & 6
sec. In vertical and horizontal
formats



Minimester Campaign - KPIs

EN



Platform	Impressions	Reach	Frequency	Clicks	CTR*
Programmatic	29,531	10,718	2.76	133	0.45%

*CTR Benchmark: 0.08% to 0.20%

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*
Meta	7,147	5,506	1.3	44	0.54%

*CTR Benchmark: 0.50% to 0.75%

EN



Platform	Impressions	Reach	Frequency	Clicks	CTR*	Views**
YouTube	142,975	39,600	3.6	2,615	1.83%	2,241

*CTR Benchmark: 0.65%

EN/ES



Platform	Impressions	Clicks	CTR*
Google Search	11,216	1,789	15.95%

*CTR Benchmark: 6.4%

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*
Reddit	106,917	93,958	1.14	457	0.42%

*CTR Benchmark: 0.30% to 0.60%

Frequency goal: 7

* CTR: Click-Through Rate, The number of clicks divided by impressions.
** Views: The % of impressions where a video was watched to the end or for at least 30 seconds on YouTube.

Spring Semester Campaign - KPIs

Oct31st - Nov 11th

EN		Platform	Impressions	Reach	Frequency	Clicks	CTR*	
		Programmatic	45,286	17,572	2.58	172	0.38%	
*CTR Benchmark: 0.08% to 0.20%								
EN/ES		Platform	Impressions	Reach	Frequency	Clicks	CTR*	
		Meta	8,674	7,914	1.1	48	0.55%	
*CTR Benchmark: 0.50% to 0.75%								
EN		Platform	Impressions	Reach	Frequency	Clicks	CTR*	Views**
		YouTube	335,717	59,338	5.7	4,941	1.47%	1,601
*CTR Benchmark: 0.65%								
EN/ES		Platform	Impressions	Clicks	CTR*			
		Google Search	14,631	2,027	13.85%			
*CTR Benchmark: 6.4%								
EN/ES		Platform	Impressions	Reach	Frequency	Clicks	CTR*	
		Reddit	230,766	216,850	1.06	1,117	0.48%	
*CTR Benchmark: 0.30% to 0.60%								

Frequency goal: 7

* CTR: Click-Through Rate, The number of clicks divided by impressions.
 ** Views: The % of impressions where a video was watched to the end or for at least 30 seconds on YouTube.



New Initiatives in Progress



Community Outreach & Engagement Shared Calendar

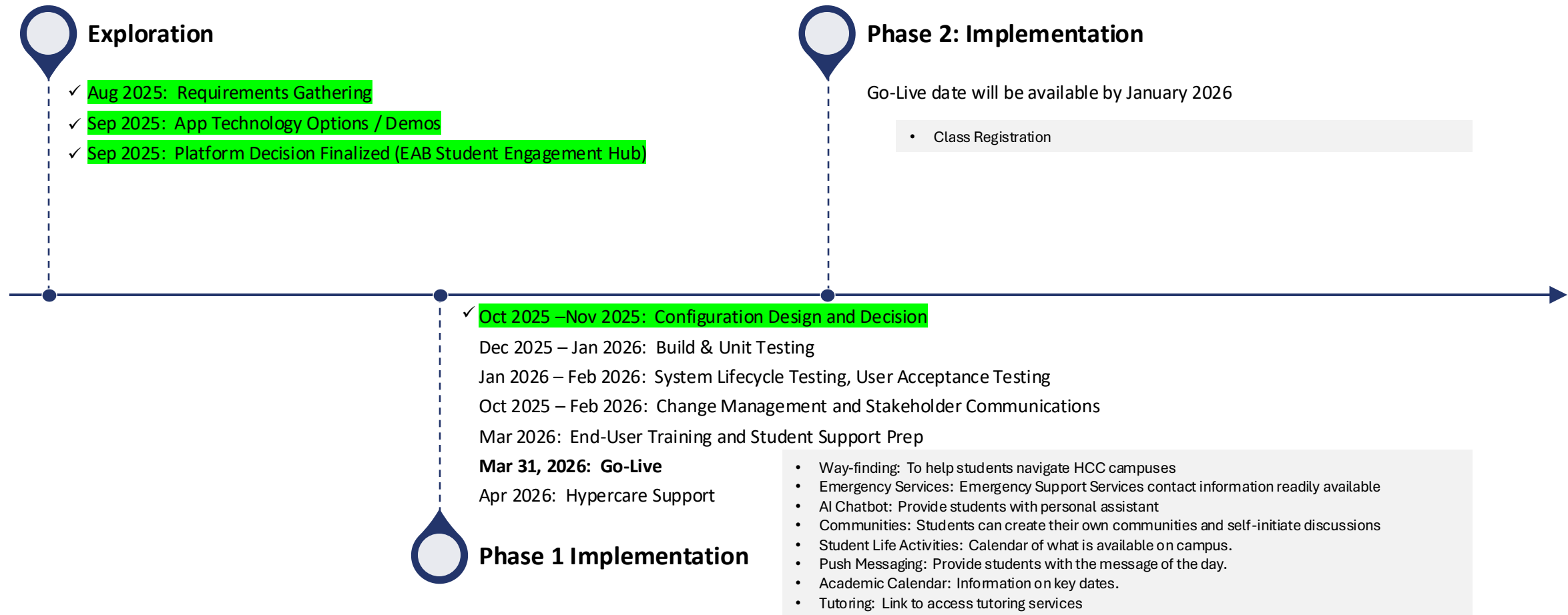
The district is working on implementing a shared calendar for Community Outreach and Engagement. This centralized tool enhances coordination, transparency, and monthly reporting.

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 ☆ ☾						Calendar
Title	Event Type	Start	End	Description	Registration Link	
DIST: Greater Black Chamber Pinnacle ... ✕	Sponsored Event	November 11	November 11	Greater Black Chamber Pinnacle ...	https://www.hcc.edu/commle2025/	
DIST: HAUL Equal Opportunity Day Gala ✕	Sponsored Event	December 13	December 13	6 p.m. Hilton Americas Hotel	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...	

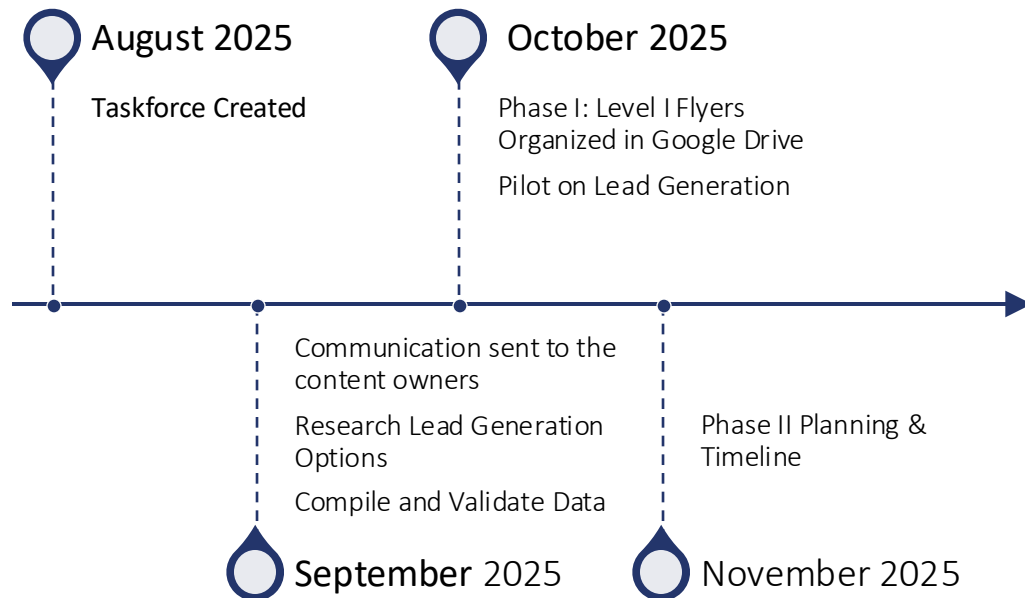
Completed

HCC Student App



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
 - 31 of these Level 1 Certificates are complete.
 - 60 are in progress
- 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.

Thank You