

**MEETING OF THE  
MARKETING COMMITTEE  
OF THE BOARD OF TRUSTEES  
HOUSTON COMMUNITY COLLEGE**

**May 7, 2025**

**Minutes**

The Marketing Committee of Houston Community College Board of Trustees held a meeting on Wednesday, May 7, 2025, at the HCC Administration Building, 3100 Main, Second Floor Auditorium, Houston, Texas.

**MEMBERS PRESENT**

Dave Wilson, Committee Chair  
Pretta VanDible Stallworth, Committee Member  
Sean Cheben, Alternate Member  
Laolu Davies  
Eva Loredó

**CHANCELLOR'S COUNCIL**

Margaret Ford Fisher, Chancellor  
Rima Adil, Interim Vice Chancellor, Student Services  
Andrea BurrIDGE, Vice Chancellor for Strategy, Planning, and Institutional Effectiveness  
Jerome Drain, President, Online College  
Michael Edwards, Office of the Ombudsman  
Betty Fortune, Interim President, Northeast College  
Frances Villagran-Glover, President, Southeast College  
Lutricia Harrison, President, Coleman College  
Sherry Hawn, Senior Vice Chancellor, Finance and Administration and Chief Finance and Building Operations  
Edmond "Butch" Herod, President, Central College  
Zachary Hodges, President, Northwest College  
Warren Hurd, Vice Chancellor, Administrative Services  
James Jackson, Interim Chief Information Officer, Information Technology  
Bob McCracken, Vice Chancellor, Administration and Operations  
Nicole Montgomery, Interim General Counsel  
Rodney Nathan, Interim Vice Chancellor for Talent Engagement and Chief Human Resource Officer  
Norma Perez, Senior Vice Chancellor for Instructional Services and Chief Academic Officer  
Miguel Ramos, Vice Chancellor, Instructional Services  
Karen Schmidt, Executive Director, HCC Foundation  
James Walker, Interim Chief Facilities Officer  
Michael Webster, President, Southwest College  
Morgan Yette, Staff Senate President  
Remmele Young, Vice Chancellor of External and Governmental Relations, Transfer and Alumni Relations

**OTHERS PRESENT**

Melissa Mihalick, Board Counsel, Thompson and Horton, LLP

**CALL TO ORDER**

Trustee Dave Wilson, Committee Chair, called the meeting to order at 3:01 p.m. and declared the Board convened to consider matters of Houston Community College as listed on the duly posted Meeting Notice.

*(The following Trustees were present: Cheben, Davies, VanDible Stallworth, and Wilson)*

**OPPORTUNITY FOR PUBLIC COMMENTS**

No citizens signed up to speak before the Committee.

**TOPICS FOR DISCUSSION AND/OR ACTION**

**SUMMER FALL 2025 MARKETING REPORT**

Dr. Ford Fisher noted that the item provides an update on the 2025 Summer and Fall Marketing campaign. She apprised that Mr. Steve Lestarjette, Interim AVC, Communications and Marketing, would provide the overview.

Mr. Lestarjette reported on the following:

- Approach (Dates, Geography, Budget, and Audience)
- Current Measurable KPIs
- Advertising Strategy
- Current Measurable KPIs
- Website KPIs Year Over Year

Mr. Lestarjette acknowledged Mr. Ross Wingo with Carlberg Branding to provide an overview regarding media buys including summer and fall media mix.

- Summer & Fall Media Mix
- Summer & Fall Flighting
- Billboards
- Television Partners
- Radio Partners
- Digital Partners

Mr. Lestarjette continued with an overview of the following:

- A Shift to Program Advertising
- Program Selection
- Assets for a New Campaign

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Trustee Davies inquired about the specifics of media buys related to outdoor marketing. Mr. Lestarjette noted that the college currently maintains five billboards.

Trustee Davies inquired if any data indicates that the billboards effectively drive audience engagement and noted that the college's web address is not listed on the billboards. Mr. Lestarjette apprised that approximately 35 to 40 percent of traffic comes through media marketing and noted that the web address was removed due to an increase in inquiries via Google search.

Trustee Davies inquired about the ratings for billboards and noted that the cost is roughly \$90,000 per billboard annually. Mr. Lestarjette noted that a report on the expenses could be provided.

Trustee Davies noted that while it is mentioned individuals use Google for information, it may not be accurate to suggest that the majority rely on search engines. He further apprised that there is available space on the billboard to include the web address and noted that the salary information is printed too small to be easily read.

Trustee Davies asked how media channels are selected, and what matrix is used to determine which platforms are chosen for advertising and what data informs the decisions. Mr. Wingo advised that selections are based on audience pools and retargeting efforts derived from user interaction.

(Trustee Loreda joined at 3:29 p.m.)

Dr. VanDible Stallworth noted LinkedIn and Instagram are not included in the current strategy and noted that reaching the desired audience through video content remains a challenge.

Dr. VanDible Stallworth referenced the marketing campaign videos and noted that while the college highlights Houston as a diverse city, the videos appear to follow a narrow and uniform approach. She inquired whether the organization includes the Southern News Group, which provides a substantial amount of international news coverage. She also noted that The Jewish Voice and the Houston Defender are not included and advised that all communities need to be more clearly reflected in the marketing efforts.

Dr. VanDible Stallworth noted the absence of partnerships with the National Basketball Association (NBA), soccer organizations, and women's sports. She advised that several digital radio platforms may also be missing from the media mix. Dr. VanDible Stallworth noted that commercials should reflect the college's strengths, showcase the full diversity of its student body, and align with the demographics of its average student.

Dr. VanDible Stallworth inquired about the grant amount and noted that if the college adjusted its target, it could potentially capture a larger percentage. Dr. Ford Fisher apprised that she would provide the specific amount.

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Dr. VanDible Stallworth also requested digital-ready versions of the marketing campaign collateral. She noted that the Trustees already have an established audience and could share the material on their social media platforms. She requested to target the audience by region, age, and culture. Dr. Ford Fisher advised that a survey has been conducted regarding HCC's reach to students and the effectiveness of marketing campaigns. She noted that this information could be shared with the Board. She also mentioned that the PowerPoint presentation from last fall would be provided.

Trustee Wilson noted that the billboard layout should contain fewer words and that the name "HCC" should be displayed more prominently. He also advised that a slogan should be included to highlight key assets, such as the college's affordability.

With no further business coming before the Board, the meeting adjourned at 3:46 p.m.

Minutes submitted by Sharon Wright, Director, Board Services

Minutes Approved as Submitted: June 18, 2025