

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

December 3, 2025

Minutes

The Marketing Committee of Houston City College Board of Trustees held a meeting on Wednesday, December 3, 2025, at the HCC Administration Building, 3100 Main, Second Floor Auditorium, Houston, Texas.

MEMBERS PRESENT

Dave Wilson, Committee Chair
Pretta VanDible Stallworth, Committee Member (via Video Conference)
Sean Cheben, Alternate Member
Laolu Davies
Cynthia Lenton-Gary
Eva Loreda
Monica Richart

CHANCELLOR'S COUNCIL

Margaret Ford Fisher, Chancellor
Rima Adil, Interim Vice Chancellor, Communications
Lisa Alcorta, 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, President, Northeast College
Frances Villagran-Glover, President, Southeast College
Lutricia Harrison, President, Coleman College
Edmond "Butch" Herod, President, Central College
Zachary Hodges, President, Northwest College
Warren Hurd, Vice Chancellor, Administrative Services
Barry Sullivan, Chief Information Officer, Information Technology
Bob McCracken, Vice Chancellor, Administration and Operations
Nicole Montgomery, General Counsel
Rodney Nathan, Interim Vice Chancellor for Talent Engagement/Chief Human Resource Officer
Norma Perez, Senior Vice Chancellor for Instructional Services/Chief Academic Officer
Karen Schmidt, Executive Director, HCC Foundation
Nathan Smith, Faculty Senate President
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 2:00 p.m. and declared the Board convened to consider matters of Houston City College as listed on the duly posted Meeting Notice.

(The following Trustees were present: Cheben, Loreda, Richart, VanDible Stallworth, and Wilson)

OPPORTUNITY FOR PUBLIC COMMENTS

No citizens signed up to speak before the Committee.

TOPICS FOR DISCUSSION AND/OR ACTION

STRATEGIC COMMUNICATIONS AND MARKETING

Dr. Ford Fisher noted that the item provides an update on the Strategic Communications and Marketing efforts and apprised that Dr. Rima Adil, Interim Vice Chancellor, Communications would provide an overview.

Dr. Adil reported on the following:

- Next Step with Rebrand

- Brand Rollout
- Website Redesign Update 72% Completed
- Website Strategy
- Strategy Driven Focus
 - Site Structure
 - Site Content (Student Decision Making)
 - Site Design (The Visual Design)

(Trustee Richart stepped out of the meeting at 2:10 p.m.)

- Mr. David Tiez, Project Communication Service, provided an overview of the implementation impact.

(Trustee Davies joined the meeting at 2:13 p.m.)

Dr. Adil reported on the social media KP1s Year-Over-Year for October and November 2025.

Todd Duplantis, Interim Executive Director, Communications and Marketing, reported on the following:

- Marketing Strategy
- Audience
- Campaign Graphics
- Minimeter
- Spring Semester Campaign
- CTR Summary
- Television
- Radio
- Radio Takeaways
- HCC Student App

Trustee Davies inquired about the percentage of students on LinkedIn. Dr. Adil advised a 5.3% increase in followers.

Trustee Davies referenced adhering to the 26-year-old student population rule and cautioned against assuming they are on LinkedIn. Dr. Ford Fisher apprised that the college acknowledges the presence of potential philanthropists, and HCC Alumni, and noted that an update would be provided in the WAB.

Trustee Davies inquired about the click-through rate. Mr. Duplantis noted that the standard click-through rate is 0.8, and HCC's click-through rate is 0.32. Dr. Adil referred to the Spring Semester Campaign and provided an update on the clicks.

(Trustee Richart returned at 2:29 p.m.)

(Trustee Lenton-Gary joined the meeting at 2:29 p.m.)

Trustee Cheben referenced affordability and apprised that students need to be reminded of HCC's presence. He inquired as to how the balance is being handled. Mr. Duplantis indicated that the program and articles were reviewed, and it was concluded that there is equality.

ADJOURNMENT

With no further business coming before the Board, the meeting adjourned at 2:32 p.m.

Minutes submitted by Sharon Wright, Director, Board Services

Minutes Approved as Submitted: January 14, 2026