

# CCE Cluster Meeting Minutes

## Marketing Meeting

Tuesday, October 9, 2012

Lake Worth – ETA 101

11:30 a.m. – 1:00 p.m.



CORPORATE  
& CONTINUING  
EDUCATION

### 1. Review of last meeting minutes:

- i. Make sure we continue to use the same CCE logo.
- ii. Web training for CCE cluster and key people. Isabel to speak with Tish Sailer in order to schedule training.
- iii. Information request to go through Joel Flores, who will disseminate information to proper centers. Tested Palm Beach Post web form. Found minor issues, reported to Dr. Truman.
- iv. Discussed Evergreen project. Made sure everyone turn their material in.

### 2. Social Media:

- i. Joel discussed the creation of the Center for Leadership Facebook page and LinkedIn group. Invited all managers to join, share and contribute to the groups.

### 3. Online Marketing for CCE by Sharon Geltner:

- i. Proposed the unification of our marketing to be CCE rather than to focus on Centers.
- ii. Advised CCE to develop a CCE Facebook page.

### 4. Isabel's Updates:

- i. I emailed you this morning the Cluster's recommendation on the "shopping cart" issue to forward to Ed Mueller. Recommend to create one new session code for CCE classes that require payment the same time as registration occurs.
- ii. Cluster Directors are asking for OU Campus training (webpages). I will contact Tish Sailer on this.
- iii. Sharon Geltner explored ways where CCE could generate more enrollment and exposure via social media. A CCE only Facebook page was suggested to recommend to CRM. I will follow up with Dr. Truman on this possibility. (FYI – Sharon shared that she created a Facebook page for SBDC and it gets approx. 2,000 hits a week.)
- iv. I suggested placing QR Codes in all of CCE marketing materials—Eileen reported she already does that. I will email Cluster the QR Codes information.
- v. Liz distributed a copy of the final CCE Contract Cover Sheet with the new org numbers for reporting contract training revenue.

### Attendees:

Isabel Karimi (chair)

Eileen Robinson

Liz Carracher

Sandi Barrett

Sharon Geltner, SBDC (guest)

Berkley Finley

Joel Flores (scribe)