

## Degree Completion and Statewide Resources, 2/4 noon-4pm Meeting Minutes

This meeting combined the Degree Completion and Statewide Resources committees to focus around the design of the online course catalog. Kate Carey demonstrated the searches available on The Southern Regional Electronic Campus ([www.sreb.org](http://www.sreb.org)). Discussion then followed on the types of information that should be included in the catalog for each entry. One additional field, to what SREC has available, is a "major" field so a student could search for possible online programs in the future. Also having hit counters on the institution's course page would help track the interest of students, and could be used for planning.

The Regional Advisor job description was discussed and a few minor changes were recommended. Being prepared for the advising piece is important and some issues and suggestions were raised:

- An advisor manual needs to be created with the help of advisors.
- A definite procedure for advising must be in place before the public inquiry begins.
- Links and online assessments must be available for the online visitor.
- A mentor system may be a good idea for the distance learner

Advisors from many institutions will be brought together to help with planning on all these items.

An initial marketing outline was provided and it was agreed that more attention must be given to a market analysis so that we better understand the potential audience. Future meetings will develop this activity. Campus awareness of TECLink must be increased soon as we get a formal name is adopted. Marketing would be implemented as follows:

- April 1<sup>st</sup> will focus on institutional awareness.
- June 1<sup>st</sup> will be the beginning of the paid advertising for the catalog.
- Later registration patterns will require another wave of advertising between August 10<sup>th</sup> and September 15<sup>th</sup>.

A larger marketing group of TECLink will be put together for work on all future marketing items.

Marketing is broadly defined as providing an initial marketing plan for access to higher education through four programs: statewide resources, degree completion, workforce development and professional development of teachers and faculty. The committee will provide oversight of all marketing functions through the first year. This issue will be addressed at the day and a half work meeting tentatively scheduled for February 25, 26.