

Hartnell College will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, and economic vitality of our region and the global community.









Scott Faust, Director of Communications, Marketing and Public Relations, share the below updates:

- Marketing- culminated spring recruitment
- Concluded ESL marketing in terms of radio and digital
- Continuing SVP marketing (radio and digital)
- Preparing for summer and fall
- Working with athletics on videos for recruitment
- Continuing COVID messaging via email, Board President, Erica Padilla-Chavez requested social media channels have general information
- 2019-2020 report to community to be shared digitally any day. Waiting for final from designer.

David Orta asked about the communications and alumni coordinator position.

Michele Peregrin explained this is a position the foundation is hoping to create and fill and it was part of the PPA process (Program Planning and Assessment) to the College to request the college support it.

Jackie Cruz explained that the Foundation board adopted a new strategic plan and a communications consultant was approved. There is a need for communications support for service in this area. There could be some work with alumni to leverage resources.

David Orta explained the students want to add a social media platform for students to bridge