

From: Gail Lawrence
To: dixon.bailey@tstc.edu
Subject: Re: Media push
Date: Tuesday, August 21, 2012 10:53:26 PM

Thx DB. I need your aggressive style now more than ever. Thx for pushing so hard. You the man.

P's - I agree on the " what if"

Sent from my iPhone

On Aug 21, 2012, at 10:51 PM, Dixon Bailey <dixon.bailey@tstc.edu> wrote:

Gail, I can say that everyone I worked with today is really pushing hard, and no one seems to be protecting any turf (emotions and feelings are a bit tense at times, but we move past it quick). I just cant help but think how well we could have done if everyone was this aggressive year round. I know I can get a bit too aggressive in times like these, if you see me outside the lines just poke me.

On Tue, Aug 21, 2012 at 7:20 PM, Gail Lawrence <gail.lawrence@tstc.edu> wrote:

I have to honestly say we did everything we could. I expect our current faculty and staff to handle this final push and marketing campaign. The potential chaos must be managed internally (lead by the Executive Team) with minimal impact on the student. Whatever it takes.

Side note- spoke with Regent Martin tonight. I cannot disappoint our biggest supporter. Also had several other community members inquire about enrollment.

Remember - we are a team and together we will get the results we need.

Sent from my iPad

On Aug 21, 2012, at 6:21 PM, Kathleen Butler <kathleen.butler@tstc.edu> wrote:

Thanks, Dixon, for all the foot work and pushing. I've been in constant contact with all four locations and it appears everyone is really busy calling and following up with missing docs and moving apps from pending to registered.

Before we step out there is spend money on this last minute push, I want everyone to think through this carefully overnight. Especially in Abilene, everyone is busy, busy, busy on the phone and with people at ECS desks. FA in Abilene is understaffed for all the last minute follow ups we are doing right now. Are you willing to add to the chaos for

a handful that "might" hear/see an ad? Can we pull faculty and staff from other areas to help answer the phone? We always have prospects show up for orientation with the "rest of their stuff" to get registered. ECSs will be busy, they always are. Are we positioned to take care of the last minute details so we don't look foolish?

I have waived testing fees and bacterial meningitis. What about TSI? Caps? Background checks? Interviews? Are we in a position to waive any of those? What about books? Sherrie will not have many more than what has already been ordered.

I'm all for having a MUCH healthier enrollment, but is this really the smart way to do it? Just sayin'
KB

On Tue, Aug 21, 2012 at 6:02 PM, Dixon Bailey
<dixon.bailey@tstc.edu> wrote:

Gang, we all worked together on most of this throughout the day, but wanted to give an overview as we know it right now (we are already running into some confusion, but KB has that under control) It looks like we will run a quick mkt campaign for digital media, wind and the transportation programs (maybe culinary, Kyle is still working on the culinary details) I plan on coming to sw tomorrow to visit about the sw programs with the ECS' and the Wind folks (talked to Keith today and he is on board). We came to the conclusion to try the welding evening program via CE (kyle is looking to see if we have a 1 semester cert, but it doesnt look promising). I plan on going to bwood thurs to work on these details. Maria, Kevin and Janath are really humping it and pulling out all the stops on FA lists and prospect lists. Julie stands ready with a print and radio blitz that is non-trad focused, after we wrap up a few more details we are planning on it starting Thurs through Wed of next week, we all believe Wednesday of next week is pushing it as far as possible. Thanks to everyone for putting up with me today, more tomorrow - db

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Dixon Bailey, MEd
Vice President
TSTC Corporate College
dixon.bailey@tstc.edu
[325-668-9657](tel:325-668-9657)

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Kathleen Butler

Vice President Student Development
Texas State Technical College West Texas
300 Homer K. Taylor Drive
Sweetwater, TX 79556

Office 325-235-7311

Cell 325-235-6543

kathleen.butler@tstc.edu

visit us at <http://www.westtexas.tstc.edu/>

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Dixon Bailey, MEd
Vice President
TSTC Corporate College
dixon.bailey@tstc.edu
325-668-9657