

MCRPA
Membership, Marketing, and Communications Committee
Thursday, January 13, 2021

1. In attendance: Adaora, Elysse, Nghi, Stacy
2. Updates on ongoing projects
 - New members: no new members
 - Please follow Stacy's outreach method: Walk into office and tell them to go the website and join!!
 - Nghi will ask Tom Cantu and Monique Davis (who do new faculty orientation) to add us to their materials; he's asked Rachel Bonaparte to add it to the PT faculty information as well
 - Member spotlight
 - January:
 - Gratitude tiles (padlet): <https://padlet.com/CKCrefton/spotlight2022>
 - February: Vanessa Aderibigbe (new member)
 - March: TBD (Nghi will ask Paul)
 - Ideas: Maria Adams (who has changed jobs since last spotlight)
 - Member outreach
 - Membership drive
 - Accomplish multiple tasks: update profiles, drive engagement, promote to new members
 - Ask: update membership status, information
 - Timeline: between February and April
 - Dovetail Brown Bag Networking Lunch and Open House into drive
 - Membership profiles longterm project (Adaora)
 - ~~Digital signage (Staffan)~~
 - InsideMC (Stacy)
3. Upcoming Events
 - MMC Spring events:
 - Brown Bag Networking Lunch (February 17)
 - current members; bring a friend
 - Raffle if you bring a friend/are new
 - Nghi has t-shirts we can give
 - Kahoot & Bingo
 - Zoom; Thursday, February 17, 12 PM – 1 PM
 - Elysse will submit an event form
 - Next steps:
 - Nghi will happily Kahoot!
 - Elysse will update bingo
 - Zoom link (Stacy)
 - Description & graphic (Nghi will review the previous one)
 - Open House (Tuesday, March 8, 1 PM – 2 PM; tentative Wednesday, April 13, 1 PM – 2 PM)
 - Via Zoom
 - For people who aren't in MCRPA or haven't been involved

- An opportunity for folks to engage
 - actual membership drive
 - What are we
 - How to engage
 - Activity
 - Resource breakout rooms
 - WRLC, UDC on board
 - Reach out to resources:
 - MC Foundation (Colleen), Ja'Bette's program in Student Affairs, ACES (Kimberly), Professional Development (Paul), DSS, Assessment Center, Academic Success Center, STEM learning centers, Digital Learning Centers (Thanh King), Advancement and Community Engagement (Stacey Miller)
 - Structure: 15 minute opener, two rounds of breakout rooms
 - To-Do:
 - Resources sign-up
 - Next steps:
 - Elysse/Adaora reach out to resources and ask for participation on 1-2 days (explain event, ask participation, give mechanism for signing up with deadline)
 - Plus reminder one week after
 - Create Zoom link
 - Create marketing content (InsideMC, MCRPA digest, social media – MC Employees and MCRPA Facebook groups, MCRPA website)
 - 1x1.6 graphic with actionable content underneath
 - Funnel back to website
 - Chat and Chill (tentative for April, collab with CEE)
 - Museum Day: Potentially going to the African American Museum at the Smithsonian (on a Saturday) and looking for a private tour
 - End of Semester Celebration (tentative for May, collab with CEE)
 - Annual Retreat/10 Year Anniversary (May)
4. Next meeting: Thursday, February 10

Brown Bag Networking Lunch Zoom info

Stacy Ford is inviting you to a scheduled Zoom meeting.

Topic: MCRPA February Brownbag Networking

Time: Feb 17, 2022 12:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://montgomerycollege.zoom.us/j/97443451354?pwd=Rkx4dUc1UHc0WVhiVnEwcjArMndRdz09>

Meeting ID: 974 4345 1354

Passcode: 815571

One tap mobile

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