

Recruitment and Retention Committee

March 15th Meeting Notes

Attending:

Gail Glover, Gina Gardner, Tamara Sines, Gabrielle Argo, Karyn Wendrow, Kerri Harrington, Mark Drnek

Meeting was called to order at 6pm

- Mayor Drnek spoke for the first half of the meeting:
 - Provided an overview of the committee's role and expectations
 - Talked about the target market – Alumni – and the need for specific service professionals, such as lawyers, dentists, plumbers, electricians, etc.
 - Introduced the website – All4Oneonta – as place to post resources and other info
 - Outlined the roles of the three committees that inform the overall marketing effort – Engagement Marketing, Welcome Wagon, and Recruitment/Retention
 - Discussed budget and the needs to address media production, media placement, clerical, and personnel requirements.

- Discussion followed:
 - Where is the geographic market to which we will be advertising?
 - Where are the alumni going?
 - Climate Change as a recruitment asset
 - Green energy
 - Forward thinking community
 - Casella concern about maxing out of landfills in 2025
 - Speaking with SUNY about it
 - 10 years from now – a good, affordable place
 - Talked about website and podcast
 - Short discussion about retention of graduates

- Homework assignments:
 - Review and comment on “Overview and Strategy”
 - To be sent to all as a word doc
 - Brainstorm Targeting options, Messaging Selling Points, Connection and Collaboration opportunities.

- Next meeting – one month, date TBD
 - Agenda: Budget, and items detailed above

Meeting adjourned at 7pm