



Board meeting summary

November 15, 2011

Marketing plan, math program highlight ATC board meeting

Members of the Athens Technical College Board of Directors watched presentations on a new marketing campaign as well as a new way to teach math during their Tuesday meeting held at the college.

Ashley Harp, a representative with public relations firm Jackson Spalding, showed board members a new marketing concept for promoting Athens Tech not only to its students, faculty and staff but to potential donors and the community at large. The campaign, created under the direction of the Athens Tech Foundation's Director of Development and Public Relations Liz Dalton, touts a new advertising slogan — "Technically, I Can," with the additional tagline, The College for the Community/Athens Technical College — and will strive to "put a face on the college," Harp said.

The plan calls for rebranding the institution using testimonial ads from students, Internet promotions, social networking and blogs to get the word out about ATC's myriad of opportunities for students of all types. The campaign would focus on using Facebook, radio, billboards and print media to promote the message.

ATC President Dr. Flora Tydings told board members the college's leadership team saw the presentation Nov. 11 and that afterward, "the buzz was very positive." President Tydings also pointed out that Jackson Spalding had done its assessment and presentation without charge to the college.

Board members also heard from ATC's Coordinator of Mathematics Dr. Alysen Heil, who explained the Math Redesign Project, a new method for teaching developmental math to prepare students for college level courses. The modular style of teaching was introduced as a pilot program fall semester and incorporates math computer labs, interactive tutorials, instructors and tutors that enable students to complete the work more quickly. Students who previously had to take three courses over a year and a half can finish the required subjects in one and a half semesters. The new model also is more effective and costs less, Heil said.

ATC is one of four Georgia technical colleges allowed to alter teaching programs through two grants the college was awarded earlier this year. The Complete Georgia grant and Achieving the Dream lifted restrictions most technical colleges must follow, and enabled ATC to adjust its course structure, President Tydings told the board members.