PLT reviewed the following information topics:

Philanthropy

- **Annual President’s Dinner** – VP West initiated a discussion on the importance of cultivating a culture of philanthropy. PLT discussed the value philanthropy plays in higher education, providing access to disadvantaged students, thus improving economic outcomes. The most significant philanthropic event coordinated is the annual President’s Dinner. Last year’s event raised approximately $60,000. The 2020 Dinner, to be held on November 19, will combine the successful components from past events with new ideas for expanding philanthropic efforts.

- **Center for Civic Engagement** – PLT discussed the potential impact, resources and funding required to establish an RCC Center for Civic Engagement. Under planning now with leadership from Dr. Kendrayln Webber and other faculty members, the proposed center would create new and unique learning environments. It would be a place where students can complete projects and fulfill course and program objectives. This applied learning would expand students’ experiences, building connections through research, service, advocacy and social change action.
Marketing and Communications

- VP West provided an update on the plan in to improve marketing, communications and advertising. PLT agreed that in order to successfully market the RCC brand a consistent message must be created. Intesa Communications, the vendor that conducted research for the website redesign, is leading the development of a marketing message. In the coming months, they will present PLT with recommendations for a campaign message or theme, with the goal of:
  - creating a consistent brand image
  - strengthening the RCC brand through advertising/communication
  - coordinating various communications tools to execute a unified marketing campaign

Department Reorganizations and Clarifying Roles

- Vice presidents began a preliminary general discussion of possible changes in organizational structures with the goals of:
  - better service to students
  - improving equity
  - maximizing the guided pathways framework

Meeting of the Managers

- PLT discussed hosting a meeting of the managers on February 6, to bring college leaders together to discuss topics such as: students support, accreditation, strategic planning, program review, communications and marketing, website and redefining student success.