

## LC State President's Council Summary of January 29, 2024 Meeting

The first President's Council meeting of the Spring semester began with a welcome from President Pemberton and a brief description of the topics to be covered in the three meetings this semester.

Council members heard three presentations:

**Logan Fowler, Director of Communications & Marketing**, shared an update of marketing efforts that occurred in Fall and a preview of Spring marketing campaigns. There is constant change in marketing, mediums, and messaging with regard to the consumer, the product, and competition. LC State has a \$70K budget for digital advertising that includes search ads for all divisions and programs and the college overall, display ads for the college overall, and a video campaign launch. Find more details and samples ads here:



Marketing Update -  
Spring 2024.pdf

**Courtney Toth, Assistant Director of IT**, described the Single Sign-On (SSO) project to be implemented for the benefit of students at LC State. For security purposes, SSO allows students to access multiple systems (Canvas, WarriorWeb, Handshake, to name a few) with one login. Rather than an email address with "@lcmail.lcsc.edu", students will have "@students.lcsc.edu" accounts.

Informational sessions will be offered in February and March to answer questions and seek input from the campus community.

Additional information can be found at:

<https://lcscedu.sharepoint.com/sites/Intranet/SitePages/Sign-On-Project.aspx>

**Dr. Jeff Ober, Dean of Career and Technical Education, and Michelle Nelson, Assistant Dean of CTE**, gave a presentation on CTE Revisioning of programs and divisions. Emphasis will be a skills focus on a health hub, career clusters, and a division shift for greater collaboration across disciplines and sharing resources.

Specific information can be found in the presentation link below:

[https://lcscedu.sharepoint.com/:p:/s/PresidentsCouncil/ES804\\_tF6F5DorbfqmrBU2UBw9cXPfE-EpOaur\\_eybmHYDA?e=81Vt6Z](https://lcscedu.sharepoint.com/:p:/s/PresidentsCouncil/ES804_tF6F5DorbfqmrBU2UBw9cXPfE-EpOaur_eybmHYDA?e=81Vt6Z)

