



Staff Council

Thursday, May 7, 2026
Meeting 8
1:00-3:00 p.m., Zoom

MINUTES

Members Present: Nghi Nguyen (Chair), Yvonne Hu-Cotto (Vice Chair), Geraldine Papillero (Secretary), Niffer Gottwald, Jenny Hatleberg, Carlo Sanchez, Dilrukshi Jayasekera, Vickie Drake, Maria Martinez, Nelida Andres, Betsy Leonard, Brady Patton.

Absent: Christine Moya Crawford, Staci Griffin

Proxy: ---

Liaison: Dr. Michelle Campbell, Senior Vice President for Advancement and Community Engagement

Guest Speaker(s): Dr. Michelle Campbell

Guests: Angie Moy, Christine Hunt, Tykesha Reed, Erin Hudgins, Joan Rozario, Matthew Stratton, Sue Kim

Call to Order

- There was a quorum to conduct business. Nghi Nguyen (Chair) called the meeting to order at 1:03 pm.

Meeting Minutes

- The May 7, 2026, meeting agenda was approved with changes.
- The minutes for April 16, 2026, minutes are approved with changes.

Constituent Concerns

- No concerns.

Chair's Report

- See Chair's Report

MC Branding and Commencement Updates

Dr. Michelle Campbell, SVP for Advancement and Community Engagement

- Brand Awareness Campaign
 - Proving What's Possible

- Changed out some of the message points and data
 - Proof points to show the impact of MC
 - Utilizing our MC students in the ads
 - Show the dynamic student populations from traditional age students to parent-students, adult learners
- Raptor Reps
 - Social influencers representing MC
 - Drawing in students from their social media accounts
- Key Progress Indicators – Campaign Results (Late October 2025-February 2026)
 - Estimated reach for full campaign: 92.8 million
 - 52 million impressions
 - Web traffic: 5 million page views with 690,000 new users
 - 68,000 clicks
 - Clicks to application site up 18%
 - 1.2 million video views
- Brand Adoption Across the College
 - Branding webpages: 5,322 pageviews and 1,204 users
 - PowerPoint template webpages: 585 pageviews and 227 users
 - Downloads of Brand Guide: 1,710
- What's Next
 - Recruit and train FY27 Raptor Reps
 - Continue environmental messaging
 - Campus drive banners installation
 - Campus pedestrian walkway banners and ECEC lobby installation
 - Expand student storytelling (new personas for student athletes, personal enrichment, and multilingual learners)
 - Campus monuments... in time for 2026 grads
- Commencement 2026
 - Ceremony 1, Thursday, May 21 | Ceremony 2, Friday, May 22
 - Commencement by the Numbers (Monday, April 27)
 - Number of graduates registered:
 - Ceremony 1: 750 | Ceremony 2: 750
 - Number of graduate tickets claimed:
 - Ceremony 1: 2,700 | Ceremony 2: 2700
 - Number of volunteers (500 needed):
 - Ceremony 1: 212 | Ceremony 2: 202
 - Faculty and staff participation:
 - Ceremony 1: 59 | Ceremony 2: 50

Council Goals Update

- Mobile Market Goal has been reached. We've done over 15 combined volunteers between our council members.
- Commencement
 - Walking: Nghi on Thursday

- Volunteering one or both days: Niffer, Geraldine, Jenny, Dilrukshi, Vickie, Brady

Chair, Vice Chair, and Secretary Elections

- 2026-2027 Members Present: Matthew Stratton, Dilrukshi Jayasekera, Erin Hudgins, Jennifer Hatleberg, Carlo A. Sanchez, Joan Rozario, Victoria (Vickie) Drake, Sue Kim, Brady Patton, Tykesha Reed, Jennifer (Niffer) Gottwald, Christine Hunt
- Chair: Vickie Drake
- Vice Chair: Erin Hudgins
- Secretary: Jenny Hatleberg

Adjourned

- The meeting adjourned at 2:32 p.m., following a motion by Vickie Drake and seconded by Maria Martinez.

NEXT COUNCIL MEETINGS

Submitted by

Geraldine Papillero, Staff Council Secretary