



LAREDO COLLEGE DISTRICT

Laredo, Texas

The Workshop of the Laredo College Board of Trustees convened on Saturday, September 14, 2024, beginning at 9:33 a.m. in the Samuel A. Meyer Board Room located at the Elpha Lee West Building Room 105 at the Fort McIntosh Campus.

1. CALL TO ORDER Ms. Zepeda called the meeting to order.

2. ROLL CALL

Mr. Delgado called roll.

MEMBERS PRESENT

Lupita Zepeda, President

Jorge "JD" Delgado, Vice
President

Jackie Leven-Ramos, Secretary
(arrived at 9:43 a.m.)

Erica Benavides Garcia

Cindy Liendo

Mercurio Martinez, Jr.

Esteban Rangel

Karina "Kari" Elizondo

Ernestina "Tita" Cantu Vela

OTHERS

Minita Ramirez, Ph.D.

Rusty Meurer

AB Barrera

Paco Barrientos

Daniela Velos

MEMBERS ABSENT

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3. PUBLIC TESTIMONY No one signed up for public testimony.

4. PRESENTATION OF PMDG MARKETING COMMUNICATION'S LAREDO COLLEGE COMPREHENSIVE MARKETING AND BRANDING RESEARCH AND ANALYSIS REPORT – DR. MINITA RAMÍREZ/PMDG MARKETING COMMUNICATIONS

Dr. Minita Ramirez, President, briefed on the reason for the research and analysis done by PMDG Marketing Communications.

PMDG Marketing Communications representatives – Mr. AB Barrera, Co-CEO and Director of Strategic Planning & Client Services, Mr. Paco Barrientos, Co-CEO and Creative Director, and Ms. Daniela Velos, Marketing and Account Coordinator – presented their Marketing/Branding Research and Analysis Report which included SWOT analysis, focus group research, focus group findings, and agency recommendations. They will present their campaign based on the research at a later time. PMDG answered questions from the Board. PMDG distributed their report to the Board.

5. ANNOUNCEMENTS

Dr. Ramirez announced:

- Financial aid released
- Enrollment
- Fall Fest

6. NEXT MEETING DATE: Thursday, September 26, 2024, 6:00 p.m. – Regular Board of Trustees Meeting

7. ADJOURNMENT At 11:31 a.m., Mr. Rangel moved to adjourn the meeting. Mr. Delgado seconded the motion; motion carried.