

# INSIDE ACC

## Web department gets grant from foundation

**Editor's note: This is the second installment of a five-part series on the Innovative Initiative Grants awarded by the ACC Foundation.**

Images and video are among the most powerful aspects of marketing and promotion. Alvin Community College will soon have a new studio to shoot photos and video which will be used by any department needing to promote their programs.

The ACC Web Department received a \$1,000 grant from the college Foundation's Innovative Initiative Grant program that will help construct a studio that will be used to develop materials for student recruitment, online training, and public relations for the college.

"The Photo/Video Studio will contribute to college advertising, recruiting, and retention," said ACC Web Administrator Charzetta Fleming, who was awarded the grant. "As photos/

videos appear on the college website and publications, the community and prospective students take notice of their peers in these various publications."

The Innovative Initiative Grants were awarded to eight projects this spring. They are designed to encourage, facilitate, recognize, and reward innovative and creative approaches to fulfill the mission of the college. The grants will be used for the 2016-17 academic year.

The studio grant will help fund the installation of interchangeable backdrops that can be used for photographic and video productions, Fleming said.

The photos and videos "will be used to create and build an ongoing library of photos and videos of students and employees for the college website and other publications, upon request," she said.

The content will be used for many different marketing and



**Alvin Community College webmaster Charzetta Fleming, right, is presented with an Innovative Grant from Foundation President Dr. Jim Crumm. (Contributed photo)**

promotion projects, including ACC student testimonials, photos of employees for the online faculty and staff directory, photos of students in scenic campus back drops, and videos of students in various campus occupational settings.

Students and staff members take pride in their participation with college programs and

events and the studio will help capture that sentiment, Fleming said.

"Students and staff are pleased to see themselves and acquaintances in college publications, which contributes to recruiting and the retention of students with resilience and engagement that cultivates a relationship to the college as a whole," she said.