



BREAK THROUGH.

# MARCOM HIGHLIGHTS

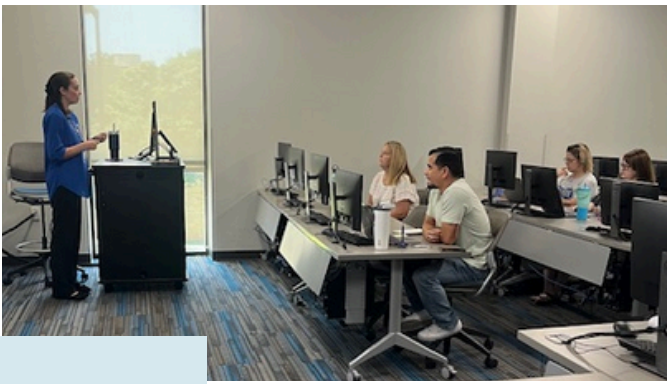
SUMMER 2025



I really appreciate the news coverage report and love seeing MCC in the news! Thanks for sharing our story!  
-MCC Employee



## NEW WEB PAGES & UPDATES



- [Staff and Student Awards](#)
- [Mascot Page](#)
- [Parents Page](#)
- [Ken Starr Lecture Page](#)
- [Order Swag Here!](#)
- [Department Employee Pages](#)
- [Web Standards](#)

**Campus Web Training  
by the numbers:**

**3 Sessions**

**43 trained**

**15 scheduled for August**



Thanks to staff serving as campus web managers!

## COMMUNICATIONS



- [Quality Education](#)
- [Fast Track Your Future](#)
- [News Releases](#)
- [News Media Report](#)
- [Triple Threat: STEM Success](#)

## NEW SWAG

- Charging Buddy
- Badge Reel
- Screen Cleaner
- Fidget Pen
- Power Bank
- MAC Bobble Head
- Leather Portfolio
- Foam Coasters



To order, email [marcom@mclennan.edu](mailto:marcom@mclennan.edu)

# PROJECTS

- Title V Building Signs (with English & Spanish)
- General Hype Video
- Digital marketing campaign for Accounting, Music Industry, Healthcare & Criminal Justice (Perkins Grant)
- New Commencement Trailer
- Student recruiting emails in Slate software
- Marketing research for student personas
- Ads highlighting fields in Pathways
- Creative support for McLennan Always Cares (MAC)



# MARKETING AND ADVERTISING

- Pathway Highlights Video
- Movie Theater Ads
- Radio Ads (including Spotify, iHeart, and Pandora)
- HEB Kiosks at S. Valley Mills Drive and Bellmead locations
- Postcard to families new to Waco
- Spanish Recruiting Cards
- Billboards and bus ads

# UPCOMING

- ADA Resources
- Expanded Social Media Procedures
- Expanded Brand Guide and Resources
- 60th Anniversary Commemoration  
(More information to come!)

A major milestone this year is the grand opening of Cameron Hall this October. This beautiful facility will serve as the home of the MCC Foundation, providing a welcoming space for donor engagement, alumni relations, and community connections. It will feature a Cameron history wall and timeline and donor appreciation wall. The facility will also be available as a rental space.

# NEED PHOTOS?

Check out the MCC Photo Library!  
See staff & students

[MCC Photo Library](#)



# THIS IS YOUR MOMENT.

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Brand Updates



## HIGHLANDER RANCH



New Signage