

	Dr. N.G.P. ARTS AND SCIENCE COLLEGE	IQAC
	(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3 rd Cycle-3.64 CGPA) Dr. N.G.P. - Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: www.drngpsc.ac.in Email: info@drngpsc.ac.in Phone: +91-422-2369100	2024-25

Digital Marketing Committee

The minutes of 1st meeting of the Digital Marketing Committee held on 18.06.2024 at 01.15 p.m. in the Seminar Hall No: 01 is as follows:

List of Members Present:

Name of the Faculty	Department/Committee/Club/Centre
Dr.P.Kalaivani	Commerce with Banking and Insurance
Dr.D.Shanmugavadivel	Commerce
Dr.E.Karthika	Commerce with Accounting & Taxation
Mr.C.Balaji	Commerce with Business Analytics
Dr.J.Nithya	Commerce in Business Process Services (BPS)
Mr.M.Gunasekaran	Commerce with Computer Applications
Dr.S.Jagatheeswari	Commerce with Corporate Secretaryship (CA)
Dr. S. Arunpriya	Commerce Finance
Dr.J.Lilly	Commerce with Information Technology
Dr. M. Kowsalya	Commerce with International Business (IB)
Mr.A.David	Commerce with Professional Accounting
Mrs. T. Hashni	Artificial Intelligence and Machine Learning
Dr. R. Kavitha	Computer Science
Dr.P.Sakthi Murugan	Computer Science with Cognitive Systems

Mrs.S. Shenbaha	Computer Science with Data Analytics
Dr. T.R.Anand	Computer Technology
Mr.V.Yuvaraj	Computer Applications
Dr. K. Thenmozhi	Information Technology
Dr. V. Shobana	Computer Science with Cyber Security
Mrs.S.Divyapriya	Biochemistry
Dr.P.Arun	Biotechnology
Dr.S.Sasikala	Clinical Laboratory Technology
Dr.S. Karthik Sundaram	Microbiology
Dr. A. Priya	Food Science and Nutrition
Mrs.G.Daisy	Medical Physics
Dr. V. Gopala Krishnan	Physics
M.Vinitha	Mathematics
Dr.M.Dinesh Kumar	Chemistry
Mrs.S. Vijayalakshmi	Costume Design and Fashion
Ms. U. Suji	Hospital Administration
Ms.G. Sree Dharani	Social Work
Dr.M.Sofia	Management Studies (BBA)
Mr.S.Kamalakannan	English
Mrs.K.Gomathy	ICC
Dr.M P Kumaran	RRC

Dr.C.Kumuthini	PTA
Dr.E. Dhanasekar	Electoral Cell
Dr.R.Prabha	NSS
Dr.Vishnu Gobal	NCC
Dr.M.Thiruselvi	Rotaract Club
Ms.Karpagam	Coders and Hackers Club
Dr.J.Nithya	Citizen and Consumer Club
Mr.A.Thanasingh	Sports Club

The coordinator of the Committee Mr.V.Yuvaraj welcomed the members and appreciated them for their active participation in the meeting and offering suggestions. After brief discussion the items of the agenda here were taken for discussed one by one and following resolutions were passed.

1 Approval of Minutes of the previous meeting held on 22.02.2024

The Coordinator, Mr. V. Yuvaraj, presented the minutes of the previous meeting. After a brief discussion, the following resolution was passed

Resolution:

Resolved to approve and adopt the minutes of the previous meeting held on 22.02.2024

2 Action Taken Report (Based on the 2023-24 Review)

The committee reviewed the successful completion of promoting 520 events through social media platforms like LinkedIn and Twitter. This was acknowledged as having enhanced visibility and engagement with students, parents, and external stakeholders.

Resolution:

Resolved that the achievements in 2023-24 be appreciated, and the current strategies be further refined for better outcomes in the 2024-25 academic year.

- Promotion of events via LinkedIn, Twitter, and other social platforms increased visibility and engagement.
- Successful coordination with departments for timely content submission.
- Strengthened digital presence by working with the website committee.

3 Event Promotion Strategy for 2024-25

The committee discussed improving the workflow for gathering content and promoting events. There was a focus on making content more interactive and engaging, particularly on platforms like LinkedIn and Twitter.

Resolution:

Resolved to enhance event promotion by introducing more creative and interactive content to increase engagement.

4 Workflow for Event Details and Content Collection

The importance of coordination between departments, committees, and clubs for timely submission of event details was emphasized.

Resolution:

Resolved to ensure that event invitations are submitted at least two days prior to the event, and that content from departments is submitted immediately after the event is completed for proper promotion and reporting.

5 New Initiatives for Enhanced Engagement (2024-25)

The committee discussed launching new campaigns to increase student and alumni interaction, such as hashtag competitions, polls, and live event coverage.

Resolution:

Resolved to implement new engagement campaigns for students and alumni to strengthen the college's digital presence.

6 Schedule of the Next Meeting

The Coordinator, Mr. V. Yuvaraj, conveyed his thanks to the members for their participation and suggested discussing the date of the next meeting with the Principal. The date will be confirmed later.

List of Member Absent:

Name of the Faculty	Department
Mr.M.Venkateswaran	Catering Science & Hotel Management


Mr.V.Yuvaraj
(Co-ordinator)


Dr.S.Saravanan
(Vice Principal)


(Principal)