

# MERC Survey

## Responses pulled April 17, 2009

### Questions

Q1. Name: (required)

9 Responses were submitted.

Q2. What do you think Northland Community & Technical College is currently doing well to market or recruit students?

The campuses look great. If we can get the students onto campus, it would be tough not to love the school, at least physically. We just need to show them we're more than just a building.

According to some feedback from the Survey of Enrollment Experiences, students say that they like the campus visits and activities to connect them to programs and the facility. If we could just get the prospects to campus, the prospective students seem sold on coming to the college. (Tours, Career Expos, Special Events, etc.)

With the way everyone uses the internet now, I think the work that NCTC has done on the website is great. After looking at some other college sites, this is one of the more user-friendly sites that I seen.

technology outreach

I think the program-specific marketing pieces produced by Creative Services have given faculty members renewed enthusiasm for recruiting for their own programs. I have heard from several instructors that they have been frustrated with the former policy of 'no money spent for program marketing.' When they know that they have the support of the college (even with something as simple as making a video, flyer, or brochure), they feel a renewed commitment to the future of their program.

Embracing the idea that we need to do more and to capture the audiences we serve.

Using the Google Ads and program specific marketing where there is room for growth

I'm bias, but our website has received very positive feedback both locally and nationally. However our site must continue to evolve and keep up with quickly changing web landscape. Program videos have also been a great addition to our marketing strategy.

In my estimation Marketing and Recruiting are two different things, each working independently of each other but also working together to provide services to our prospective audiences. Our relationships (Enrollment Management) with area high schools and counselors have proved over the years to be invaluable. The Career Fairs, Job Fairs, Health Fairs, Tribal Fairs, Home Shows and other functions that we attend and represent Northland are very beneficial to our overall enrollment.

Q3. What is your number one marketing strategy to attract students and revolutionize enrollment within our traditional geographic area.

Use students to recruit other students. It's easy to believe your peers, instead of someone whom you don't know.

We need to focus on our strengths and shout them from the rooftops. Everyone needs to be saying the say message so it becomes second nature in the communities.

Web, radio commercial, and I'd like to see a TV commercial too. I have been seeing more and more TV commercials for colleges lately, and I think NCTC needs to go that route also.

continue with tech outreach..."talking" with students by the way they research..computer! new videos and CDs.

Get the students here for tours and in-person meetings with instructors and current students. Make them feel special by providing specialized attention. Ads are not enough. We need to place emphasis on building relationships and communicating from the time of initial interest through registration. Facebook can help us maintain two-way communication.

Bring forward and Establish student recreation and enhance On-going student life activities.

Getting into the High schools and having school visits. Also I believe word of mouth is our best tool. We need to get Counselors to believe in us. Google ads are still good for this market.

Our web presence. (1.5 million total visits in 2007. 1.8 million total visits in 2008) Other than a Super Bowl ad nothing else we can do can reach an audience of that magnitude. In today's world any business/college that doesn't have a website cannot survive. Continue to build a strong brand/image. Start creating yearly campaigns like most of our competitors have been doing for years. Not only create it but bring the campaign to life and keep it consistent throughout (web, print, radio, tv). A yearly campaign refreshes or reinvents our brand. Carefully plan out these campaigns. Far too often there is a feeling that everything needs to be rushed out. We need a campaign that hits and creates some type of positive emotional response. If not, what's the point. Make sure EVERYTHING that goes out to the public that has our name on it looks professional. I've seen too many things in the past that have been created in-house that damaged our brand. Image is everything.

We need to do something to revolutionize enrollment at the TRF campus. I see two campuses, one healthier (EGF) than the other (TRF). We need to think outside the box and create a new and unique environment that will bring students back to our TRF campus. Thoughts: 1. Later starting dates (Labor Day) 2. Start after the 4 year universities. 3. Reduced tuition for Liberal Arts students who attend this campus. 4. Offer On-Line AA Degree. 5. Revamp Semester, have "Mini-Mesters" which allow students to take more classes through the traditional fall or spring semester. 6. Contract/Hire a Twin Cities area recruiter/headhunter. Pay by the head.

Q4. What is your number one marketing strategy to attract students and revolutionize enrollment from areas beyond our traditional geographic area.

Using webinars is helping to expand farm management's reach. I'm still unsure how that will lead to more students, but it's a definite possibility.

We need to tell prospects from a graduate's perspective and who is now employed telling others how they did it and what opportunities came from their experiences. We need to monopolize on the stories people have to tell and place them in a variety of delivery mechanisms, incorporating low cost web based mechanisms.

Web

same as #3 Tap into Canada

google adwords is the most cost-effective way to do this. Now we have to put more items to browse in our 'virtual storefronts' so prospects have something to look at and evaluate after they find us with search. We should also use stimulus money to place an admissions rep in central MN.

Bring forward and Establish student recreation and enhance On-going student life activities.

Google Ads - that is the number one vehicle that prospective students are using to find us.

Same as above with the addition of an aggressive online advertising plan to promote unique programs. I think it will be very difficult to attract students from beyond our region for anything but unique programs. This isn't exactly a region where people from outside our area are lining up to visit.

See #3

Q5. Additional Comments:

It's still often called the AVTI. Maybe we need to stress the progress and change within the AVTI. Any good old pictures? Nurses with white hats in class? Body shop working on an old car? Show the evolution from the AVTI to today's college.

We also need to get an outside-in view of the college. We tend to think we may know what best to do but may not hear what we really need to do. An outsider can help us with that perspective.

Utilize faculty to promote

We need a structure like this: 1. Marketing Steering Team made up of VP, Academic Deans, Admissions Director, Marketing

Director and Creative Services Director meet monthly to prioritize efforts and identify new markets. 2. Creative Services responds with creation of materials. 3. Team meets again to evaluate materials and discuss placement. 4. Evaluation of campaign.

The community of Thief River Falls has minimal activities or businesses that entertain or assist with the college experience. Traditional College students are under the age of 21--and what activities are available for them? What activities are available for 21-35 and what is available for 35-and up. Students need an Experience to Remember in addition to Education. Let's give it to them!

We should bring in Susan Kirtland of Propeller Communications to conduct a strategic marketing and communications plan for the college. She is a nationally respected marketing strategist for higher education, and is highly respected by MnSCU.

We talk about thinking outside the box...let's do it.