

Northland Community & Technical College MET Strategic Plan Overview

STRATEGY ONE: Initiative Teams	LEADERSHIP RESPONSIBLE	REPORT DUE DATE
Team One: Name & Identity of the College	Mark Johnson	October 2, 2009
Team Two: Program prioritization for marketing focus	Dan Klug	October 2, 2009
Team Three: Identifying a data collection and measurement process	Mary Fontes (Internal Data) & Scott Fletcher (External Data)	October 2, 2009
Team Four: Enrollment Management priorities of outreach	Shannon Bolden	December 15, 2009
STRATEGY TWO: Develop a comprehensive social media program to promote the college as a whole using students to serve as representatives thus allowing for true social media authenticity and significantly extending the marketing team's capacity.	Mark Johnson & Chad Sperling	October 2, 2009
STRATEGY THREE: Maximize relationships with traditional media outlets to serve as public relations vehicles for disseminating strategic communication.	Julie Olson	October 2, 2009
STRATEGY FOUR: Maintain a presence in traditional media for targeted advertising – concentrating only in areas where we can have high impact through cost-effective, creative executions.	Mark Johnson	October 2, 2009
STRATEGY FIVE: Provide support to admissions representatives.	Gene Klinke (Materials) & Nic Thompson, Nicki Carlson (Student Ambassadors)	December 15, 2009
STRATEGY SIX: Develop an internal communications program.	Hank Roehrick with support from Jennifer Sundberg	October 2, 2009
OTHER MET LOGISTICS:		
Continue to review and combine full Enrollment Management Plan into Marketing & Enrollment Plan by January 29, 2010	Mary Fontes & Gene Klinke	January 29, 2010
Develop and/or revise job descriptions of the creative services team.	Stacey Hron & Dan Klug	October 2, 2009
Creative Services brainstorming on President's priorities for 2010-2011 by November 2009.	Dan Klug	November 2009
Examine best practices of similar colleges with successful marketing and enrollment management programs.	Steve Crittenden & Scott Fletcher	October 2, 2009
Develop Outreach Activities, Events & Strategies	Ben Kosharek & Dan Klug	October 2, 2009