



Marketing and Enrollment Mgmt

What are we doing and how are we doing it?



Marketing

- Marketing Plan is available online
- 07 -08 Draft

www.northlandcollege.edu/VirtualOffice/employee_id001/committees/marketing/taskgroup/



Marketing vs. Public Relations

- Marketing: coordinates all College marketing activities including advertising and promotion
 - News print, billboards, radio, tv ads
 - Printed material, catalog, handbook, view book guides, fact sheets, brochures
- Public Relations: Promote the public image of all programs within NCTC, coordinate events and serve as Presidents advisor on public relation matters.
 - News Releases and special events
 - Weekly newsletters, Presidents/Deans List
 - Assist Marketing Director and Develop advertising and promotional materials
- **Subject to Change with reorganization of Marketing Position**



Marketing FY07 Budget Summary

Newspaper Ads	13,877
Radio Ads	29,674
Magazine Ads	6,688
Misc	11,956
Sponsorships, Signs & Directories	3,364
Handbook	15,678
View Book	12,073
Billboards and Bathroom Ads	10,825
Catalog	20,240
TV	20,149
Approximately	\$128,846



Public Relation FY07 Budget Summary

Signs	3,825
Telephone Directories	5,252
Newspaper Ads & Subscriptions	454
Misc Advertising	5,171
Misc	1,060
Approximately	\$15,762



FY08 Budgets

- Public Relations FY-08 Budget – \$16,000
- Marketing FY08 Budget - \$151,900



FY08 Marketing Expenses

TV	12,216
Newspaper	7,310
Billboards	14,205
Handbook	16,710
Web Search	3,900
Magazines	4,627
Radio	23,160
Misc	4,661
Remaining Balance - 8-31-07	\$49,032



FY08 Public Relation Expenses

Signs	3,325
Supplies	599
Directory Listing	659
Subscriptions	200
Misc. Advertising	2735
Sponsorships	1337
Remaining Balance - 8-31-07	\$9,983



Enrollment Management

- Enrollment Management Plan is available online
- 06 -07 Draft

www.northlandcollege.edu/VirtualOffice/employee_id001/committees/marketing/taskgroup/



Recruitment vs. Enrollment Mgmt

- Enrollment Management – Oversees recruitment process
 - Generate contact flow for prospects and applicants
 - Schedule tours and high school visits
 - Process applications
- Recruitment Process: Admissions Representatives on the road to career fairs, high school visits, and other functions
 - Generates largest number of prospects



Enrollment Management/Admissions Staff

- TRF Campus – supervised by Director of Enrollment Mgmt
 - Nicki Carlson – Admissions Representative/Academic Advisor
 - Tara Harstad – Admin Support
 - Carol Dahl – Admissions Clerk
- EGF Campus – supervised by Dean of Student Services
 - Mary Frendin – Admissions Clerk
 - Janet Gontarek – Admissions Representative/Academic Advisor
- College
 - Gene Klinke – Director of Enrollment Mgmt
 - Nicole Brenny – Director of Multicultural Services



Recruitment FY07 Budget Summary

Food	2,383
Other/Misc	3,421
Postage	16,326
Mileage/Travel	4,444
Registration/Membership	2,075
Living Expenses	5,096
Motor	4,674
Supplies	2,638
Approximately	46,769



FY08 Budgets

- Recruitment FY-08 Budget – \$42,486
 - Remaining 39,052.92 (8/31/07)
- Admissions FY08 Budget - \$5,000
 - Remaining 2,549.60 (8/31/07)



Calendar of Events

- **MACAC Education Fairs** – FM, Wadena, Thief River Falls, Bemidji, Superior, I'ntl Falls, Virginia, Hibbing, Grand Rapids, St. Cloud, Alexandria, Brainerd, Morris, Marshall, Willmar, Forest Lake, Pine City
- **DACAC Education Fairs** – Bowman, Dickinson, Beulah, Williston, Stanley, Minot, Harvey, FM, Wahpeton, Valley City, Jamestown, Wishek, Bismarck, Mandan, Bottineau, Devils Lake, Grafton, Grand Forks
- **National College Fair** - Minneapolis
- **MN Indian Education Association** - Mahnomen
- **Independent HS Career Fairs** – Kelliher, LaPorte, Melrose, Fergus Falls
- **High School Visits** – ND (52) and MN (56)
- **County Fairs** – Pennington, Roseau, Mahnomen
- **Full calendar will be posted on the web**



Calendar of Events Con't

- **MN School Counselors Association**
- **I-90 Career Fairs** – Pipestone, Luverne, Windom, Fairmont, Mankato, Fairbault, Albert Lea, Austin, Winona, Rochester
- **MNAAC Career Fairs** – Metro Area HS
- **Minority Career Fairs** – Mahnomon, Red Lake, Leech Lake, Sisseton, SD
- **Alerus Home & Garden Show**
- **Prime Steel**
- **Health Fairs** - Altru's "Here for Life", St. Cloud Area
- **MnSCU Student Affairs Conference**
- **ACT Conference**
- **Career Exploration** – TRF & EGF
- **College in the HS** – Assessment & Registration (Fosston, Bagley, Win-E-Mac, Warroad, Stephen-Argyle, Grygla, Norman Cty West, Lincoln, Tri-Cty, Greenbush-Middle River, Park Rapids to come next yr)

Prospects by Major/Total 4,640

	20081	20083	20085	Total
Accounting		116	2	118
ADMINISTRATIVE OFFICE SUPPORT		15		15
ADMINISTRATIVE OFFICE SUPPORT (AAS)		1		1
Administrative Support		20		20
ARCHITECTURAL TECH & DESIGN		94	3	97
AUTO BODY COLLISION TECHNOLOGY		163		163
Automated Systems - Electronics Tech		13		13
Automated Systems - Robotics Tech		3		3
Automotive Service Tech		103	4	107
AUTOMOTIVE SERVICE TECHNOLOGY		168		168
AVIATION MAINTENANCE TECHNOLOGY		120		120
AVIATION MAINTENANCE TECHNOLOGY (AAS)		1		1
BUSINESS		182	1	183
Cardiovascular Technology-AAS		17	1	18
Carpentry-Residential-Diploma		105	3	108
Clinical Lab Tech (CLT/MLT)-AAS		16		16
Computer & Network Tech-AAS		97	4	101
COMPUTER MODELING & ANIMATION		72		72
COMPUTER SERVICE/NETWORKING		40		40
Construction Electricity-Diploma		43	4	47
CONSTRUCTION ELECTRICITY		49		49
COSMETOLOGY		139	3	142
CRIMINAL JUSTICE		222	7	229
Early Childhood & Paraprofessional-AS		68	3	71
EARLY CHILDHOOD EDUCATION		43		43
EARLY CHILDHOOD INFANTS/TODDLERS (CERT)		1		1
Farm Operations & Mgmt-Diploma		55	2	57
Fire Technology		73	6	79
HEALTH & FITNESS SPECIALIST		70	4	74
HVAC-Heating, Ventilation & Air Cond-AAS		37	3	40
LIBERAL ARTS & SCIENCES (AA)		320		320
Liberal Arts - AA		384	24	408
MANF PROCESS - ELECTRONICS		41		41
MANUFACTURING TECHNOLOGY PROCESS		10		10
MASSAGE THERAPY		53		53
Media Communications		30		30
Medical Admin Support		56	9	65
Medical Assisting		56		56
missing data		94		94
Occupational Therapy Assistant-AAS		38	3	41
Paramedicine-AAS		48	5	53
Pharmacy Technology		51	4	55
PHARMACY TECHNOLOGY		13		13
PHLEBOTOMY		24	3	27
Physical Therapist Assistant - AAS		49	9	58
Plumbing-Diploma		24		24
PRACTICAL NURSING (DIP)		164	1	165
Practical Nursing-AAS	3	193	22	218
Radiologic Technology-AAS		114	14	128
REGISTERED NURSING (AS)	1	128	19	148
Respiratory Care		26	5	31
Sales Marketing & Management-AAS		73	4	77
Surgical Technology-AAS		52	7	59
Undeclared		281	3	284
WELDING TECHNOLOGY		97		97
Welding Technology-Diploma		75	6	81
Count Distinct	4	4,640	188	4,832



Prospects from NCTC Web and Mnsu Web

- Since 8/29/07
 - TRF = 30
 - EGF = 53
- All messages forwarded to instructors,
program directors or campus admissions



Enrollment by High school Top 25

- Uncoded – 626
- Lincoln – 259
- Grand Forks Central – 175
- Red River High – 156
- Other – GED – 154
- Senior High – 111
- Crookston – 80
- Warroad – 57
- Stephen/Argyle – 54
- Other – International – 51
- Roseau – 50
- Goodridge – 49
- Fosston – 47
- Marshall County – 46
- Warren – 43
- Win-E-Mac – 43
- Fertile – 39
- Bagley – 39
- Lafayette – 38
- Home School – 37
- Tri-County – 35
- Community – 34
- Thompson – 33
- Mahnomen –m 33
- Grafton – 30

Complete list posted on web



FYE

	EGF	TRF	DE	Total
FY02	1035	1435		2474
FY03	1083	1473		2556
FY04	1189	1418		2607
FY05	1287	1305	185	2785
FY06	1313	1182	245	2744
FY07	1372	1198	270	2840



Handbook vs. Viewbook vs. Catalog

- Handbook – Student Planner includes Policies and Procedures
 - 4,500 ordered August 2007 \$15,678
- Viewbook - #1 Most Popular Handout
 - 20,000 ordered August 2006 \$12,073
- Catalog - #1 Requested item (phone, e-mail, walk in, etc)
 - 14, 000 ordered August 2006 \$20,240



NCTC Best Practices

- Survey NCTC
 1. Do you have a plan for recruiting students into your program?
 2. How Effective is your plan?
Very Effective Some what Effective Not Effective
 3. What kind of innovative practices do you use in recruiting students?
 4. What are some additional ideas you have to recruit students?

Name:

Program:



Similar colleges with successful marketing & recruiting programs

- Goal # 4
- **Assignment:** Find 2 colleges with successful marketing and recruiting programs to share with the group.



Best Practices

Hwy 59 TRF ½ from our billboard





Bank of Ideas

- Divided into 3 groups:
- Goal #5
 - Outreach Strategies
 - Various Media Strategies
 - Strategies to Attract Students



Outreach Activities

Faculty Involvement
in recruitment process
(phone/HS presentations)

Think like a HS Student—
Speak to them.
What experience do they
want? How can we
demonstrate NCTC can
Give that experience?

Recruit: Winnipeg/Manitoba
Has 700,000 people 2 hrs north
investigate what others have
to offer Canada

Prospects to come to special
Area-of-Interest presentations
1) NCTC 2) HS 3) if a
number of students interested
Create that area presentation

Don't use 1-On-1 appointments
At HS initially, have group
Arranged by counselors and
present to group-break down
prospects for later consult.

Skill Fairs
(Show current/prospects
Tech Programs)



Various Media

Music Downloads

My SPACE

Look for Free ways to market

Use Technology

Blogging

Reduce Catalog Size

Interactive CDs

Full color glossy CD mailers

Program Specific My SPACE

New Video CDs

College Radio: Seek
Student Input

look at My SPACE for NCTC
Notify student of site through
recruiters-prospects
communicate with current
students

Text Messaging:
Current/Prospects

Make web more of a marketing
tool for prospective students-
too much emphasis on tools
for current students/staff



Develop college marketing/college relations department:

- create material in-house
- consistent look throughout marketing venues (TV, Web, Print, Radio)
- Creative dept. to collaborate/develop ideas
- Current outgoing material needs an updated/professional look

Marketing Kiosks

TV Ads outside the Region

FaceBook Presence

Software to manage/track prospects/recruit efforts

Program Specific Marketing

A fresh message in all our marketing, more creative and a new-age approach

More Audio/Video on the web



Attracting Students

Semester start after Labor Day

Start after 4-year colleges

Partnership: UND or UMC

Prestigious Programs

New Students college life

Stay on task at mtgs
-allow all to contribute

Open up committees to other
“volunteers” not just
“appointees”

Bring a Friend/Parent/Family
member to College Day – raise
awareness

Need an overview of current
status before defining goals,
definitions, budgets, structure

Prospect Cards:

Add “would you like a program advisor to contact you?
When/How?”

- Provide contact info to Program Advisor within 5 days of card being filled out
- Contact info available in CSV, table separated exportable format
- May merge into program-specific mailing materials and phone contacts

Involve parents and currently enrolled students as influential decision makers for potential students

Send correspondence to Parents

Diversity: numbers are important
work on student of color
(Not Sports)

Brand: New logo-current one is off-centered and can be difficult to use, maybe something that looks more prestigious

Brand: Drop “Community & Technical” from the college name
Web is northlandcollege;
there is an official Northland College Logo



Break into smaller groups

- Outreach Activities
- Various Media Strategies
- Strategies to Attract Students