



Northland Community & Technical College Marketing Committee

November 10, 2004
Thief River Falls campus, Room 453
2-4pm

Members Present: **Joanna Sheridan, Heather Hauschild, Mary Fontes, Travis Ryder, Eugene Klinke, Terry Wiseth, Pat Balstad, Dennis Paesler, Lindsey Martin, Cynthia Jorstad, Robert Hunter, Betsy Jenson, Mike Lockhart, and Kristina Kellar.**

Topic	Responsible Party	Discussion/Outcome
Introductions and Icebreaker	Joanna Heather	
Committee Composition	Joanna	<p>There was discussion on the composition of the committee. The following was approved as the committee composition:</p> <ul style="list-style-type: none"> Director of Marketing-Chair Director of Public Relations Director of Enrollment Management 3 Faculty Members from each campus (One faculty member representing athletics) 2 Staff members from each campus 2 Students from each campus 1 Center for Outreach and Innovation representative Placement Director Radio Station Representative Foundation Representative Webmaster Associate Dean of Students Business Manager

		Union presidents will be informed of the new makeup of the committee to allow faculty to adjust committee membership recognizing that faculty may not be able to attend all meetings due to classroom schedules.
Mission/Purpose	Joanna	The 2003/04 Purpose and Measures of Performance for the Marketing Team were discussed and reviewed. The additional item of Governmental Relations was added under Measures of Performance for the Marketing Team. The Mission in the previous NCTC Marketing Plan was read and discussed. The consensus was to review the mission statement with the recommended corrections at the next meeting.
Marketing/PR Plan Update	Joanna Heather	There is a DRAFT Marketing/PR Plan that was compiled from the college strategic plan program plans, MnSCU Communication Plan, the results of DH Research, and a review of expenditures in the marketing/pr budgets. A DRAFT will be distributed at the next meeting.
Style Guide Update	Heather	<p>Heather will email out the Style Guide in pdf format to the Marketing Committee members to review. Send any gaps, incorrect information, etc. to Heather. As the Style Guide is a changing publication, it was stated that it would be placed on the intranet, internet, the P and N drive, and virtual office for all employees to access. The Style Guide will be a topic in the Pioneer weekly newsletter to communicate its purpose.</p> <p>There was discussion on the following policies/procedures: College Identity and Graphic Standards and the Publications, Publicity, and Public Relations. These policies and procedures, which reference the Style Guide as the college standard procedure, were approved by the Marketing and Image Team Spring 2004. These policies and procedures were sent to the contact for that group of policies and Mary Fontes will follow-up on the progress for approval and implementation. (The attached policies and procedures reflect what was approved last year)</p>
Marketing Audit/Consultant Work	Joanna Heather	<p>The research has been completed and summarized. DH Research conducted the research of business and industry, general public, transfer institutions, and worked to assist the compilation of the faculty/staff survey questions. The only outstanding project is to summarize the faculty and staff survey that was completed in-house. Joanna and Heather will complete that project. DH Research will present the recommendations/findings when the date is scheduled with the Executive Committee.</p> <p>Follow-up: Mary Fontes will find out from the Executive Committee when a suitable time for DH Research will be able to present the recommendations and findings. The Executive Committee and Marketing Committee will be invited.</p>
Pioneer 90.1 KSRQ-FM	Travis Ryder	He informed the committee of the station's new format, new logo, improved listenership, strong

	(Station Manager)	affiliation and recognition with the college and his drive to continue the station's goals. He presented the station's new logo for committee approval. The committee requested that he bring back or distribute a color version of his logo/letterhead. We discussed the need for a station website. The new webmaster is aware and will be assisting the station with the new website. The domain name was discussed and the need to keep the name short and appealing was more important than college domain affiliation for marketing purposes, i.e. www.KSRQ.com . The new website would still retain a strong affiliation with the college.
Other	Gene Klink	Area printer is to be added to the Master Bid List. Heather will add the company that is making the request.
	Dennis Paesler	What academic year is the Marketing /PR Plan that is being developed for? The response was 2004-06 as the research, audit of expenses and compilation of strategic plan ideas are being compiled and prioritized. Do we promote the college or do we promote programs? The response was that a majority of expenses fall under promoting the college as a whole but there is money that is spent in program marketing for a variety of reasons i.e. new programs, assisting program with low enrollments.
	Robert Hunter	Commented that he used the Student Handbook/Planner. He even had two that he was using and that instructors even required for students to reference information from the Handbook.

Next Meeting: Wednesday, December 8, 2004 at 2pm, EGF campus, room 106

COLLEGE IDENTITY AND GRAPHICS STANDARDS POLICY
(former NTC 5030 and Style Guide Information)

Northland Community and Technical College is dedicated to quality image and promotion.

Recognizing that image is evidenced through written and visual means, a policy governing the use of Northland Community and Technical College's name, logo, as well as standards for any printed materials and publication pieces, has been established through the use of the Northland Community and Technical College Style Guide for Identity and Graphic Standards. A copy of the manual is available on the college Intranet and from the College Public Relations/Marketing Offices.

The Style Guide establishes the approved design and appropriate use of the college name, logo and description guidelines (written and visual) for use in representing the college, as well as resources for writing and referring to the college.

The purpose of the NCTC Style Guide is to provide basic guidelines to assist in maintaining consistent use of the NCTC logo and build college identity. The success of building and maintaining a consistent college image is the responsibility of every individual who represents the college, and uses and produces the college logo. It is imperative that every aspect of the NCTC image and identity be consistently applied and presented.

Northland Community and Technical College requires that all printed materials and publications (including press releases, advertisements, novelty items, etc.) comply with the official standards as identified in the graphic standards manual and be approved by the College Public Relations/Marketing team prior to final copy being completed.

The College is not responsible for any publications or materials published without consulting the NCTC Style Guide, Director of Marketing or Director of Public Relations.

COLLEGE IDENTITY AND GRAPHIC STANDARDS PROCEDURE

The Northland Community and Technical College Style Guide is the designated resource to help present a consistent, uniform and professional image in the use of all communications.

(NCTC Style Guide inserted here or a link)

PUBLICATIONS, PUBLICITY AND PUBLIC RELATIONS

Each faculty and staff member, advisory board member, student and constituent of the college is involved to some degree in the public relations programs of the college.

Publications such as catalogs, brochures, bulletins, handbooks, programs, and other items meant for general distribution must be approved by the College Public Relations/Marketing team prior to printing and distribution.

Publicity is handled by the Director of Public Relations who depends upon input concerning programs and activities from each employee. Any items of public interest to be forwarded to the available media outlets shall be communicated with the Director of Public Relations.