



## Northland Community & Technical College Marketing Committee

December 8, 2004  
East Grand Forks campus, Room 106  
2-4pm

Members Present: **Heather Hauschild-LeMoine, Mary Fontes, Eugene Klinke(via phone), Pat Balstad, Susan Dowers, Chad Sperling, Rita Lealos, and Kit Brenan.**

Topic	Responsible Party	Discussion/Outcome
Review of 11/10/04 Minutes	Heather	Minutes were approved.
Unfinished Business	Heather	<p>Review of Marketing Committee Mission Statement moved to Item #7 with discussion on Marketing/PR Plan.</p> <p>College Identity and Graphics Standards Policy/Procedure. Changes made by the Executive Committee were approved. (Approved copy attached)</p> <p>Committee approved the Pioneer 90.1 KSRQ-FM logo/letterhead.</p>
NCTC Athletic Website	Chad Sperling	<p>Chad Sperling gave a preview to the group of the NCTC athletic website. It will take a couple months to finish. A few more features will be added: a radio link, a roster with height/weight and position, home page for each sport, archive of all sport headlines, and a Pioneer Hall of Fame that would have an antique look. Chad also mentioned that he would like a standard banner on each page for continuity and possibly in the future change the look of the NCTC homepage. There was a suggestion to add a map or guide to the facilities and parking and pictures of the facilities.</p>

Style Guide Update	Heather	The Style Guide was emailed out to all committee members for corrections after the first meeting. It was recommended that we add a list of the NCTC Athletic Hall of Fame Members and a list of former Presidents. The Style Guide is in pdf format on the shared network. There was a question regarding photographs and if we need special consent to use them. We may be able to use pictures of students as it is now covered under directory information in policy. Mary Fontes will check on and get back to the group at the next meeting. There was an inquiry if letterhead was set at a minimum paper weight? Any suggestions or additions, please send to Heather.
Marketing Audit Update	Heather	The research has been completed and summarized. We did not have a high response rate of our target market of 18-25 yr olds. Candace Beckman will be meeting with the Executive Committee on January 27, 2005 at 9:15am unless it does not work for the group. The Marketing Committee is invited to be present during her presentation. 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. Prior to the meeting comparisons will be pulled out from the faculty/staff survey. Heather will request another business and industry report from Candace.
Spring Semester Advertising Update	Heather	<p>Beginning of December – New ads with Clear Channel, XL93, KJ108, Fosston, Warroad, Crookston. Purchased some sports sponsored packages. Dialogue ads with FOX/WB Network(younger audience). The next four weeks some re-edited ads, a quarter page ad with the GF Herald. Heather will give an update at the EGF Employee meeting, Thursday, Jan. 9 at 12:15pm. Any news, awards, etc please forward to Heather.</p> <p><u>Media</u> Clear Channel Broadcasting, Thief River Falls Radio, GF Herald, East Grand Forks Exponent, The Times/Northern Watch, Northland Trading Post, Valley Buzz, FOX, WDAZ, NS1(cable out of TRF).</p> <p>A question was brought up about the calendar that ends December 31, 2004. Lindsey Martin is working with the printer to make corrections, etc. See Lindsey if you would like to make suggestions. It was recommended to take the shading out on the calendar due to the difficulty to see the wording.</p>
Budget Update	Heather	Approximately half of the Marketing Budget has been spent to date. A more detailed report may be given at the next meeting. Most of the campaigns for fall and spring are under way.
Marketing/PR Plan Update	Heather	The committee confirmed the mission and purpose with the addition of the governmental

		relations statement that was requested to be added from the last meeting. The draft of the Marketing/PR plan was emailed to committee members for review. The deadline for the catalog was bumped up. An economic impact section is to be added. Academic program objectives, dept/support staff requirements, and placement need to be added. Still a question on how to handle the department goals. We will review again at the January meeting.
Director of Marketing Position Status	Mary Fontes	The closing date is December 14, 2004. The interview committee is meeting on December 13 to put together a screening tool for the candidates. The committee will decide on interview candidates and dates for interviews.
Other  Enrollment Management Plan Status  Testimonial Section/TV Ads	Gene/Mary	The E/M Plan is in DRAFT form.  A committee member recommended that we use graduates and employers for testimonials. They are a very powerful marketing tool. It was also recommended that we place out TV ads on the web. It was also recommended that we have a shared drive designated for the video clips or streaming video for people to access.

**Next Meeting: Wednesday, January 19 at 2pm, TRF campus**

**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 NCTC Style Guide.

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)*

## **PUBLIC RELATIONS POLICY**

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

Official college statements are coordinated by the Director of Public Relations. Any items of public interest to be forwarded to the available media outlets shall be communicated with the Director of Public Relations.

03/10/04 mlf

Updated by Executive Committee 12/02/04