



Northland Community & Technical College Marketing Committee

January 19, 2005

Thief River Falls campus, Room 654

East Grand Forks campus, Room 306B (videoconference)

2-4 p.m.

Members Present: **Lindsey Martin, Heather Hauschild LeMoine, Mary Fontes, Eugene Klinke, Pat Balstad, Dennis Paesler, Derek Murph, Jay Croy, Terry Wiseth, Mark Johnson, Rita Lealos, and Kit Brennan.**

Topic	Responsible Party	Discussion/Outcome
Introduction of New Marketing Director	Heather	Lindsey Martin was introduced to the committee as the new Director of Marketing. Congratulations Lindsey!
Review of 12/08/04 Minutes	Heather	Minutes were approved with corrections. Minutes will be posted on the web.
Unfinished Business -DH Research		There has been a change regarding the time when the Executive Committee is able to meet with Candace Beckman from DH Research. The presentation has been rescheduled for Thursday, February 24, 2005 at 1 p.m. at the EGF campus. The Marketing Committee is invited to be present during her presentation. The presentation will last approximately an hour recapping the research, findings, and providing recommendations.
-Recommendations on Marketing/PR Plan		Please submit any recommendations of the Marketing/PR Plan to Heather or Lindsey. Copies were distributed and sent back for distribution to the EGF for committee members.

Information on the Color-Corrected Logo	Heather	NCTC Folders were passed out to the TRF group and folders were sent back to the EGF campus that helps give the committee an idea of the problem with the previous PMS colors. The navy four-color printing code had a hint of violet so that at times the color would take on a purple tinge. The corrected PMS colors (PMS Blue 281 and PMS Red 199) are listed in the Style Guide. The Style Guide is in pdf format and publisher on the shared networks.
Style Guide Update	Heather	<p>Directions to get to the Style Guide and the NCTC Logo Use Guidelines: Click on My Computer on desktop. Scroll down to Network Drives. Find icon that has either (N:) or (P:) at the end. (If your computer is missing both, contact the ITS department on your campus to get rights.) Click on the P or N drive. Click on Marketing/PR Folder. Click on Style Guide.</p> <p>Another reminder will be distributed so that employees will be able to find the Style Guide.</p>
Budget Update	Heather	Approximately 75% of the Marketing Budget has been spent to date. A report provided by Dennis Paesler was distributed and faxed to the EGF campus. Approximately \$32,322 remains in the budget. Heather was unaware of a separate cost center for Public Relations. A total of \$160,000 between Marketing and Public Relations was allocated for the fiscal year. Dennis and Mary will follow-up so that Heather will receive the updated Public Relations Cost Center and Budget. Some expenses that may have been targeted for PR activities have been charged against the Marketing cost center. Those expenses will need to be moved.
Catalog Update	Heather	In November, Jenny Steen and Heather sent a letter to the Academic Deans and Kent regarding the timeline for the catalog. Heather and Lindsey will schedule time to visit with the Academic Deans in order to get the information back in a timely manner to meet deadlines. The catalog content must be current and accurate as it is our contract with students. The catalog is our main marketing pieces and most requested item when information is sent out. Some colleges are moving to catalogs on CD-ROM but the consensus of the committee is to maintain the printed catalog.
Other -Program CD's	Mark Johnson	Mark Johnson explained the CDs that were developed for the Aviation program. In order to work on other program CDs a system for program priority consideration must be established through the Academic Deans. This is a prime marketing strategy that could be introduced through a Student Service Strategic Initiative request. It was recommended by the Marketing Committee that Mark and Lindsey work cooperatively to put together a student service strategic initiative

		request to submit for consideration. The next deadline for submitting requests is February 1, 2005.
Enrollment Management Plan Status	Gene/Mary	A DRAFT of the EM Plan will be distributed at the next Marketing Committee meeting.

Next Meeting: Wednesday, February 16 at 2 p.m., EGF campus also have polycom setup for 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