



## Northland Community & Technical College Marketing Committee

February 16, 2005  
East Grand Forks, Room 106  
Thief River Falls campus, Room 461 F (via polycam)  
2-4 p.m.

**Members Present:** Lindsey Martin, Heather Hauschild LeMoine, Mary Fontes, Eugene Klinke, Pat Balstad, , Terry Wiseth, Mark Johnson and Travis Ryder

Topic	Responsible Party	Discussion/Outcome
Review of 1/19/05 Minutes	Lindsey	Minutes were approved without corrections. Minutes will be posted to the web.
<b><u>Unfinished Business</u></b>		
-DH Research	Heather & Lindsey	DH Research and Candace Beckman will be presenting to the Executive Committee on February 24, 2005 at 1:00 pm in Room 106 at the EGF campus. The Marketing Committee is invited and encouraged to attend her presentation. The presentation will last about an hour and will summarize research findings and provide recommendations. An e-mail will be sent out at the end of the week to remind members.
-Recommendations on Marketing/PR plan	Lindsey	Reminder to submit recommendations for the plan to Lindsey or Heather. Copies were distributed to the committee at the January. The piece is a working document.
-Style Guide	Heather	How-to Guides were distributed to the committee concerning navigation through the (P:) and (N:) drive. Once in the Marketing/PR file a full NCTC Style Guide is available as well as tools to

-Student Services Strategic Initiative Request	Lindsey & Mark Johnson	<p>help. An e-mail will be sent to all employees with directions on accessing logos and the guide.</p> <p>A Student Services Strategic Initiative request was put together by Mark Johnson and Lindsey Martin for Program CD's. The request targets low-enrollment, unique and new programs on campus. Request was also given for 2 campus CD's. Mark has already completed video footage for the Health and Fitness program. Lindsey will be reviewing the footage prior to release. Mary Fontes who serves on the Initiative Committee announced that the request did receive the recommendation of the committee. Final approval will be given and decided by the president. Gene Klinke also submitted a request and received approval for funding.</p>
Catalog Updates	Lindsey & Heather	<p>At the December meeting the target deadlines for the catalog were discussed. Since last meeting the most recent program descriptions and courses were submitted the Academic Deans for disbursal to appropriate Department Heads. It was announced at the February 8<sup>th</sup> meeting of the Academic Affairs and Standards Committee that the final date for the curriculum descriptions will be March 9<sup>th</sup>. Karleen plans to have the database updated and ready for download by March 17<sup>th</sup>. The recommendation from the committee was that as of March 9<sup>th</sup> whatever is completed with academics is what will be published in the catalog.</p> <p>As soon as possible Heather and Lindsey will be discussing "best practices" with the Academic Deans and Kent to get ideas for what they envision for the catalog as well as the discussion of producing a 1 or 2 year publication. The committee discussed the cost</p>
Budget Updates	Lindsey	<p>A copy of the current college wide marketing and PR budget was give to committee members. With the transition of the Marketing Director position, duplication of PO's have been a problem. Mary and Dennis Paesler have worked on rectifying as many duplicates as possible. However, there are still some encumbrances that may need verification. Currently the PR budget has not been utilized. Heather and Lindsey will work together to target what expenses should have been designed to PR.</p>
Advertising Updates		<p>Currently advertising is at a minimum. Strong promotion will come following High Schools complete their Spring Break.</p>
Recording Secretary	Lindsey	<p>Mary has been serving as the interim Recording Secretary for the committee. If you would like to take minutes for the meetings please let Lindsey know, until then she will prepare the minutes.</p>

Enrollment Management Plan	Gene	Gene presented the committee with a DRAFT of the current Enrollment Management Plan, as well as a copy of a table that will be inserted into the document. A history of the plan was given and committee members are asked to make recommendation and suggestions prior to the next meeting. Terry asked if this was a piece that he should consult other faculty members on for suggestions. Gene asked for input from all sources with the goal of creating a through plan. All High School Visits will be completed as of April 1, 2005.
Student Affairs Conference	Mary	NCTC sent 11 representatives to the 2005 Conference on Recruitment and Retention of Underrepresented Students. The conference in St. Paul was sponsored by MnSCU focused on many different areas of retention and recruitment that face colleges. The college has created 2 Retention Teams with the intent that these groups to create dialog as well as generate ideas that will improve our strategies.
NCMPR Conference	Heather & Lindsey	Heather and Lindsey will be attending the NCMPR conference March 13-16 <sup>th</sup> , in Minneapolis. Exciting workshops and speakers on Marketing and PR are on the agenda. Committee will be briefed at the next meeting.
Truck Driving	Heather	Press Releases went out on the program. The TRF start date has been cancelled due to lack of prospects. Gene brought forth the idea of looking for events, conferences ect. to promote the program. How do we reach these students? Jobs are there but how do we entice them into attending college for the career?

**Next Meeting: Wednesday, March 23 at 2 p.m., TRF campus. Polycom is unavailable for the EGF 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