



Northland Community & Technical College Marketing Committee

March 23, 2005

Thief River Falls Campus- Room Changed

Polycam unavailable

2-4 p.m.

Members Present: Lindsey Martin, Heather Hauschild LeMoine, Mary Fontes, Eugene Klinke, Terry Wiseth, Janet Gonterek, Dennis Paesler, Mark Johnson and Travis Ryder
Student Representative: Robert Hunter

Topic	Responsible Party	Discussion/Outcome
Review of 2/16/05 Minutes	Lindsey	Minutes were approved without corrections. Minutes will be posted to the web.
<u>Unfinished Business</u> -DH Research	Heather & Lindsey	<p>On February 24, 2005 the Executive Committee and Marketing Committee were invited to the DH Research Presentation on the Communication Audit performed last year. General consensus was that the presentation told us nothing we didn't already know. Committee would have liked recommendations not just findings.</p> <p>One of the main topics that came out of the research is finding an attribute that we do better. Heather suggested following up with information from the student satisfaction survey. Terry suggested that we analyze our "true" competitors and find out what we do better. Gene made a suggestion that a member of the admissions team should be present at all athletics meetings (12 ½ % of TRF's student body is connected with Pioneer Athletics). The committee also looked at</p>

<p>Recommendations on Marketing/PR Plan</p>	<p>Lindsey</p>	<p>ways to reach the decision makers of HS students (a.k.a Counselors, Parents and Teachers) Mark Johnson pointed out that one of the best ways is for faculty to go to the high schools and speak with classes. Other points were using current students as a connection, similar idea to Dakota County's (DC) cruiser vehicle, rear view window stickers ect.</p> <p>Committee would like to see the results of the Student Satisfaction Survey and Student Enrollment Experiences Survey. <u>(TO BE REVISTED BY THE COMMITTEE)</u></p> <p>Please take a few minutes to read thru the plan. 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. <u>(TO BE REVISTED BY THE COMMITTEE)</u></p>
<p>-Recommendations on the Enrollment Management Plan</p>	<p>Gene</p>	<p>Gene passed out copies of the DRAFT. Please read thru the document for recommendations. <u>(TO BE REVISTED BY THE COMMITTEE)</u></p>
<p>-NCMPR Conference</p>	<p>Heather & Lindsey</p>	<p>Attended NCMPR National Conference in Minneapolis Minnesota to discuss the trends and issues of marketing for 2 year colleges. Excellent conference with excellent speakers and topics. Both Heather and Lindsey brought back many ideas.</p>
<p><u>Updates</u> -Student Services Strategic Initiative Request</p>	<p>Lindsey & Mark Johnson</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.</p> <p>We are currently in the process of prioritizing which programs. The committee put together a list with the following programs: Mass Communications, Architectural Drafting, MLT, Medical Assisting, Health and Fitness, Manufacturing Process Technology, Liberal Arts, Early Childhood, Health Information Technology, Administrative Support, Electronics, Construction Electricity, HVAC, Criminal Justice, Plumbing, Paramedicine and a few more. The final list will be approved by the deans.</p> <p>Heather and Lindsey will put together the intro to the college and admissions portion. Mark has prepared a template script to be distributed to faculty. Marketing will then proof the script. Heather voiced an interest of being available for pictures the day that program video shots are done.</p>

		Each program will be provided with 100 CD's and covers thru the funding. All other duplication following the first 100 will come from that programs cost center.
Catalog Updates	Lindsey & Heather	<p><u>Follow-up: Academic Deans Meeting on March 4th.</u></p> <ul style="list-style-type: none"> • Discussed possibility of creating a 2 year catalog. Not this year. Looking towards next year • Discussed best practices, full title of courses and character #, staff credentials, transfer institutions and what they wanted. • Recognized the need for academics to create the push for faculty and AAS. • Kent called for a meeting discussing the Catalog, Database and Dars. <p><u>Follow-up: Catalog, Database and Dars Meeting on March 17th.</u></p> <ul style="list-style-type: none"> • Discussed the online schedule, # of characters being pulled in program and course descriptions. • Discussed pulling of the catalog in raw unformatted form • Faculty will be asked to look for and or language, program requirements, full course titles, technical electives
-		<p>E-mail sent to all NCTC Employees asking for input. Hot pink sheet handout out with results. Heather found out at NCMPR that a college should never print more than 1.5 times more catalogs than the # of students enrolled at the college. Overall the consensus of the group agreed that the catalog should be more user friendly, easier to find information. An e-mail will be sent out for student input and a student focus group will be arranged.</p>
Staff Credentials	Lindsey	<p>Last years catalog contained no staff credentials. After reviewing other MnSCU catalogs - credentials are listed. Request from EGF Student Services staff for posting of credentials. Staff feels that in working for an educational institution they should be pro-education and proud of their credentials. Heather reported that the TRF Student Services did not want their credentials listed in the catalog. <u>(TO BE REVISTED BY THE COMMITTEE)</u></p>
Policies	Heather & Lindsey	<p>Heather brought forth the idea of eliminating some of the policies not necessary. The idea was brought forth to the EGF Student Services and they agreed that this would be fine. Most students use the handbook or web. Mary was going to check on the required policies. Further discussion will be done on which ones can be left out. (Revisited: April 16- should be reviewed by Executive Committee)</p>

-Layout and Format	Heather	Heather has been working on some ideas for the art work for this year's publications and media campaigns. Next meeting she will have some samples for the group. Lindsey and Heather will be meeting with one of the TRF Marketing classes to discuss best practices and likes and dislikes from a student perspective next week. (Revisited: Based on Student Focus Group_
-Proposal Letters	Lindsey	A copy of the NCTC' vendor list will be given to Lindsey from Heather. As soon as a firm idea of what the inside and outside of the catalog are going to look like bid letters will be submitted.
-New Time Line	Lindsey	New goals and deadlines are being set for the catalog. A new timeline will be distributed at the April meeting.
Budget Updates	Lindsey & Heather	A copy of the current college wide marketing and PR budget was give to committee members. Currently the PR budget is in the process of being updated.
Advertising Updates	Lindsey	Sunday- March 27 th ¼ ad in GF Herald Lindsey will be meeting with Heather on March 30 th to discuss media buys for the rest of the year.
<u>New Business</u>	Lindsey	<ul style="list-style-type: none"> • View book • Handbook • Program Specific Marketing \$- what % of budge, who gets it?

Next Meeting: Wednesday, April 20th at 2 p.m., Rm 306 B- EGF campus. Polycom will be available for TRF in Rm 454.