



## Northland Community & Technical College Marketing Committee

Minutes 4-20-05

East Grand Forks, Rm 306 B

**Members Present:** Lindsey Martin, Heather Hauschild LeMoine, Mary Fontes, Janet Gonterek, Kit Brennan, Betsy Johnson and Chad Sperling

**Student Representative:** Robert Hunter

Topic	Party	Discussion/Outcome
<b>Review of Minutes:</b>	Lindsey	Review of minutes from the March 23 ,2005 meeting
<ul style="list-style-type: none"> <li>• <b>Unfinished Business</b> <ol style="list-style-type: none"> <li>1. <b>CD/Rom's</b></li> </ol> </li> </ul>	Lindsey	Update on the project. Lindsey received a list of programs form Steve Alston for priority programs on the EGF campus. Members were given a list of the programs. Lindsey is still waiting for Jeff's priority list. Mark has completed Early Childhood, Medical Lab Tech., Computer Animation, Health and Fitness and Mass Communications. Filming will resume next week.
<ol style="list-style-type: none"> <li>2. <b>Recommendations for Marketing/PR</b></li> </ol>	Lindsey Heather	At the May meeting: Committee will review the timetable and goals and make adjustments for the year.

<p><b>Plan</b></p> <p><b>3. Recommendations for Enrollment Management Plan</b></p> <p><b>4. Student Satisfaction Survey's</b></p>	<p>Mary</p> <p>Mary</p>	<p>At the May meeting: Committee will review the timetable and goals and make adjustments for the year.</p> <p>Student Satisfaction Surveys are ready for the year. Adjustments have been made based on recommendations.</p>
<p><b>Updates:</b></p> <p>1. Catalog Updates</p> <p>2. Handbook Update</p> <p>3. View book Update</p>		<p>Lindsey handout out the "new" timetable for the catalog. AASC has extended the deadline for changes to April 26<sup>th</sup>. Request for Purchases (RFP's) were sent out to all vendors on our publication list on April 20<sup>th</sup>- Deadline is May 4<sup>th</sup>. Karleen has been able to add a space between the letters and course #'s. Based on student focus groups it has been decided that the 2005-2006 catalog will be 8x10- with more of a manual format. The committee was presented with samples. Kit suggested increasing the font size and adding maps. Mary noted that she was unsure if new room numbering would be complete before publication. Heather wondered about the Aviation campus. Decision still needs to be reached on Staff Credentials</p> <p>(RFP's) were sent out to all vendors on our publication list on April 20<sup>th</sup>- Deadline is May 4<sup>th</sup>. Mary suggested that we begin looking at the policies (except the 4 in review). Final approval of policies will be complete on May 10<sup>th</sup>. A full download will be completed and distributed to Mary and Dennis Bendickson within the next week. Under their discretion it will be determined which policies will be included in the catalog as pre-enrollment policies and what policies are needed for enrolled students. The academic deans will review these decisions.</p> <p>Heather noted that in MRKT/PR Plan the deadline for the new viewbook is August 2005, prior to recruiters begin their travel season. Work in planning will begin within the month of May/June.</p>

4. Budget Updates		A copy of the budget was distributed and reviewed.
5. Marketing /PR Push Update	Lindsey Heather	Lindsey reported that in the month of April the Executive Committee set aside \$15,000 for a Marketing/PR push from April –August. Investments have been made in TV, Radio and Print to carry thru till fall classes begin. The college will also have 2 new TV commercials pushing areas that were under the direction of the Exec. Committee. One is designed to target Career and Occupational Programs and the other Liberal Arts. Heather is working on adding the Nieland Cable Stations to the push- waiting on the vendor to follow-up.
Schedules	Lindsey	Kent suggested that he would like a listing of all summer courses and online course for the college given as an insert in the GF Herald. Discussion was given on how to list full courses. No full courses will be listed on the insert. Mary suggested having an interactive online schedule. When a course was full it would be apparent by highlighting-making it easier for students to view what was still available. Cost is \$1709.66 with circulation of 36,500. The insert will go either May1st or 7 <sup>th</sup> .
Radio Jingles	Lindsey Heather	<p>“DRAFT” scripts created by the company were distributed to the committee via e-mail. Lindsey gave a brief history of the project. The production of the jingle will not cost the college any \$. One of the vendors (Clear Channel Communications) is able to offer the jingle package at no cost with the contract of \$10,000 worth of business in a one year time period. The college annually does more that \$10,000 worth of business with CC already. Kit agreed that this is a free marketig tool. Kent was excited about the push. Text and length were Lindsey and Heather’s main concern. Lindsey also noted that the company is willing to work with the piece until we are happy with the end result.</p> <p>Concern was brought forth by Travis Ryder (via e-mail) as the jingles being a stale concept that does not appeal to the 18-24 y.o. demographic. Committee members were asked for input. Committee disagreed with the idea but agreed that the jingle would need to be ultra-hip. Kit said it “free- for that price what do we have to lose”. Heather also noted that the 18-24 is not the only demographic that the college serves.</p>

		<p>Heather presented research she had done on the potential of an “Audio Lite” being used instead of a “jingle” An “Audio Lite” would be just a brief portion of the ad- and have a hip-trendy ring to it. Similar to a “ring-tone” for cell phones. The committee unanimously agreed that they didn’t like the length and that a short 5 to 6 second “Audio Lite” would perhaps be better for the college. Committee also agreed that it would be best to do something simple with the tagline-name and website. It was also decide that both a female and male voice should be used. Lindsey will be in contact with the committee and the vendor to make changes and update on the progress.</p>
<b>New Business</b> <ol style="list-style-type: none"> <li>1. April 26, Audio Conference (TRF)</li> <li>2. Art Work</li> <li>3. Interim President Visit on Thursday</li> <li>4. Cinco Dimio Celebration</li> </ol>	<p>Lindsey</p> <p>Heather</p> <p>Heather</p> <p>Heather</p>	<p>An audio conference on “Marketing for the Adult Student” will be presented on April 26, 2005 on the TRF’s campus. All employees were sent information on the event.</p> <p>Heather prepared samples of potential ideas for publication design and theme for the year. The committee decided that sometimes less is better and that white space catches the eye more than dark and busy covers. Pictures are the way to go!</p> <p>Thursday, April 21<sup>st</sup> the Chancellor, Vice Chancellor, MnSCUE trustee and New Interim president will be welcomed onto both campuses. Discussion on the planning and logistics of the day were discussed by Heather. The presentation will be brief. July 29<sup>th</sup> Will be Dr. Gunderson’s last day and the Interim will take his post on August 1<sup>st</sup>.</p> <p>XL93 will be doing a live broadcast during the Jalapeño Eating Contest on May 5<sup>th</sup> from 12:00 -1:00. The morning show intern will actually be participating. This will be great exposure for the college.</p>
<b>Other</b>		
<b>Next Meeting</b>		Marketing Committee will meet again on May 11, 2005 from 2:00-4:00.

		Main Location –TRF. Polycam -EGF.