



**Northland Community & Technical College**  
**Marketing Committee**  
**Minutes 5-11-05**  
 Thief River Falls, Rm 654

Members Present: Lindsey Martin, Heather Hauschild LeMoine, Mary Fontes, Gene Klinke, Terry Wiseth, Susy Dowers  
Student Representative: Robert Hunter  
Guests: John Doppler

| Topic  | Party              | Discussion/Outcome  |
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| <b>Review of Minutes:</b>  | Lindsey            | Review of minutes from the April ,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. Filming has been completed for Mass Communications, Animation, MLT, Health and Fitness, Early Childhood, Paramedicine, Nursing, Construction Electricity, Computer Networking. A few others are still in limbo. Mark will begin production once he receives scripts. Heather said that she would be happy to assist. Editing will be done on the project as programs are finished. |
| <ol style="list-style-type: none"> <li>2. <b>Recommendations for Marketing/PR</b></li> </ol>   | Lindsey<br>Heather | Changes were discussed concerning the Marketing Plan with special interest in goals and timelines for the year. I current copy will be distributed once these changes have  |

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| <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><b>5. Current Marketing</b></p> <p><b>6. Current PR</b></p> | <p>Gene</p> <p>Mary</p> <p>Lindsey</p> <p>Heather</p> | <p>been completed. A copy will be posted for further review at a later date.</p> <p>Enrollment Management plan was tabled until June. Item will be revisited</p> <p>Student Satisfaction Surveys are ready for the year. Adjustments have been made based on recommendations. Item will be follow-up once completed</p> <p>Full page ads will be done in the Grand Forks Herald and Times for Graduation specials. Currently radio ads are on TRF radio, XL93, KYCK and KNOX. Television ads are running on WDAZ, WB and the FOX. The jingle campaign or "Audio Lite" is still in the works. Waiting to hear back from Linda Bell in production. Kent, Steve and Jeff wanted an insert submitted in newspapers on summer classes. Insert was stuffed in GF Herald and Times. Next year do it earlier</p> <p>Busy time of year for PR. Heather is beginning the process of evaluating what press releases went out and what go published. Heather also reported on a call that she received in regards to the potential of the air force base closure and the effect it would have on the college. The impact is not known at this time due to Vets, Customized Training and if all student report that information.</p> |
| <p><b>Updates</b></p> <p>1. Catalog Updates</p> <p>2. Handbook Update</p>  |   | <p>Decision to remove all staff credentials was decided on at the Executive Committee. They will not be published. (RFP's) were sent out to all vendors on our publication list on April 20,2005. Based on the estimates Sentinel Publishing out of St. Cloud will be printing the catalog. John Doppler will be receiving copies of the Program Pages and Course Descriptions for grammatical and format review. An e-mail was sent out for final faculty follow-up. All changes received will go through the Deans before changed.</p> <p>Handbook will go to print on June 7<sup>th</sup> with an expected delivery date between August 5<sup>th</sup> and 12<sup>th</sup>. New Student Orientation in TRF is on August 22. This should give ample time so that they are ready to be distributed that day. Heather , Lindsey , Mary and</p>  |

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| 3. View book Update         | Lindsey            | Dennis Bendickson will go through a final review before submission.<br><br>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.  |
| 4. Budget Updates<br>5. Pos | Lindsey<br>Heather | A copy of the budget was distributed and reviewed. The committee recognized the excess left over in the budget. The purchase of promotional items was discussed. Gene showed a water bottle that Athletics purchased with a personalized label. Ideas were given on how to spend the money. Heather and Susy thought that polo shirts for registration and orientation days would be a good idea. The committee was asked to bring ideas to the June meeting. |
| <b>Other</b>                |                    |   |
| <b>Next Meeting</b>         |                    | Marketing Committee will meet again on June 8th, 2005 from 2:00-4:00.<br><br>Main Location –EGF 306B.<br>Polycam –TRF 654   |
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