

Marketing Committee

Team Meeting

Date: 11-17-05
Location: EGF- Room 306B
TRF- Room 545

Time: 2 pm-4 pm
Chair: Lindsey Wangberg
Recorder: Lindsey Wangberg

Members Present: Lindsey Wangberg, Julie Olson, Cindy Cedegren, Kirsten Melby, Paul Peterson, Betsy Jenson, Chad Sperling, Travis Ryder, Mark Johnson, Robert Hunter, Dennis Paesler,

Members Absent: Mary Fontes, Eugene Klinke, Heidi Krogstad, Kit Brennan, Terry Wiseth, Dennis Bendickson, Kristina Keller,

Team Minutes

Agenda item #1: Spring Media Plan **Presenter:** Lindsey Wangberg

Discussion: Media Handout with Radio, Print and TV buys

1. Discussion over college wide marketing saturation. (See handout of media buy spread sheet). Lindsey explained the ads. Spring is typically a smaller push than fall. A small push was done last year. Discussion over purchasing radio in Fosston or Mahanomen was brought up by Mark Johnson. The committee agreed that expanding the ads to new markets would be a good idea for the future.
2. Program Specific Marketing: 5 Programs- Medical Assisting, Clinical Lab Tech, Mass Communications, Fine Arts and (Computer Service and Networking & Early Childhood Paraprofessional) currently are being marketed in addition to college wide marketing. Cindy Cedegren asked how these programs were chosen. These 5 programs were selected by Mike Normandin and Jeff Thomas as programs that needed additional marketing as a result of low enrollment. A media buy of print and radio has been put into effect on both GF and TRF markets. The print ads will have a common template titled (for example) "Discover Medical Assisting at Northland College". College wide advertising will extend to further markets.

Action items	Person responsible:	Deadline:
✓ Send copy of Spring Media Plan to Executive Team	Lindsey	11- 21-05

Agenda item #2: Marketing Plan **Presenter:** Lindsey Wangberg
Chad Sperling
Julie Olson

Discussion: Updating the Current NCTC Marketing Plan

1. Questions were asked about the Marketing Plan and where it was at. Current plan was created by 2 separate Directors who are no longer at the college. This plan is a working document that needs to be updated for the next semester. Lindsey doesn't see a major content change- just some tweaking and formatting. A copy will be ready by the December Marketing Meeting. After the committee has viewed and reviewed the piece. The Marketing Plan will be posted on Virtual Office with the Marketing Minutes. This will allow everyone to have access to the plan. Lindsey will also have the old plan posted until in Virtual Office until the new plan has been reviewed.
2. Addition of a Web Marketing Plan: Currently the Marketing Plan does not include a workable Web Marketing Plan. Chad would like to begin work to include the Web in the document. The Marketing/PR team and Webmaster will have a plan ready by the January meeting. Plans to generate focus groups of students to review and get input for future design work were also discussed.

Conclusions: There will be some upcoming changes to the current Marketing Plan in the months of December and January

Action items	Person responsible:	Deadline:
✓ Updated Marketing Plan for Spring 2006	Lindsey & Julie	Dec. meeting

Agenda item #3: Current Marketing Projects**Presenter: Lindsey Wangberg**

- Discussion:**
1. Manufacturing Process Technology
 2. Criminal Justice

1. Artic Cat Action Plan: In July an Action Team was put together to promote the Manufacturing Process Technology program at Northland with the help of Artic Cat and Digi Key. As a result the Action Team segmented into 4 different planning committees. Currently Lindsey, Julie, Kirsten and Gene are on the Marketing/PR and Recruitment Action Team. The goal of the team is to generate 40 Manufacturing Process Technology Students by Fall 2006. The team has created an Action Plan with action items to achieve the goals. The group will be meeting next week to review marketing and PR items as well as preparing for the Nov.29th meeting. The Marketing/PR/ Recruiting team will be creating promotional materials, press releases and events to achieve this goal. Artic Cat is also creating a scholarship program that will help "spin" the program.
2. Criminal Justice: Marketing will be creating a brochure for a mailing to go out to area law enforcement officials and students informing them of the bachelor's completion through Charter Oaks College (eastern college). This will allow our grads to go on and complete their 4 year degree by taking online classes through Charter Oaks. Charter Oaks will be contacted and may possibly already have promotional material for this project- since it is generating enrollment for their college as well as encouraging local students to stay at NCTC and complete their 4 year online. The project is still in research stages.

Action items**Person responsible:****Deadline:**

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|-----------------------------|-------------------|----------|
| ✓ MPT Brochure | Lindsey | 11-29-05 |
| ✓ MPT Press Release | Julie & Kale (AC) | 11-29-05 |
| ✓ Criminal Justice Brochure | Lindsey | December |

Agenda item #4: Public Relations News**Presenter: Julie Olson****Discussion:**

1. Nursing Grant: Julie reported working on a press release for the \$98,000 grant rewarded for the Nursing program on the White Earth Reservation. A draft has been completed and she is just waiting for the grant writers to check the information. Further marketing and PR will probably be needed for the project once it has been established and in effect
2. Health and Fitness Testing Center- PR opportunity. The testing center was to begin offering the Health and Fitness Certification test in the month of November. Unsure of where the project is at right now. Julie plans on checking with Anita to find out the details of the testing site and who will benefit from the new option.
3. Pioneer News- Great job on first issue!!

Conclusions: Working on different PR opportunities and getting them released to the media and community.

Other Information

Budget Updates:

Marketing- College Wide: \$46,600- 11/17/05

Starting Budget: \$149,000

Public Relations: \$2,400-11/17/05

Starting Budget: \$

Next Meeting: Thursday, December 15, 2005 at 2:00 pm
EGF- Room 306 B with polycam
TRF- Room 545 with polycam