

# Marketing Committee

# Team Meeting

**Date:** 12-22-05  
**Location:** EGF- 306B – TRF-545 (with polycom)

**Time:** 11 am- 12 (noon)

**Recorder:** Lindsey Wangberg

## Members Present:

[Cindy Cedergren](#), [Janet Gontarek](#), [Julie Olson](#), [Kirsten Melby](#), [Kit Brennan](#), [Lindsey Wangberg](#), [Mary Fontes](#), [Rita Lealos](#), [Robert Hunter](#)

## Members Absent:

[Eugene Klinke](#), [Betsy Jensen](#), [Chad Sperling](#), [Dennis Bendickson](#), [Dennis Paesler](#), [Heidi Krogstad](#), [Kristina Keller](#), [Mark Johnson](#), [Paul Peterson](#), [Terry Wiseth](#), [Travis Ryder](#)

## Team Minutes

**Agenda item #1: UPDATE- Marketing Projects**

**Presenter:** Lindsey Wangberg

### Discussion:

#### 1. Manufacturing Process Technology

Lindsey has created a generic MPT brochure for the college. A sample was distributed to the group. Please let her know if you see any errors or things needing change. She is still in process of putting together a Scholarship Opportunities brochure; a sample draft copy was distributed. Nicki has done 2 HS visits with Artic Cat and had a very positive response. In addition to the materials and brochures they are requesting video footage for their presentation. Lindsey will ask Gene what exactly they are looking for. Kit also volunteered her Advertising Class as a tool to work with Mark Johnson's students to form a production staff and the students could work together to form advertisements or footage. We will follow up with this in the future.

#### 2. Criminal Justice (draft)

A new brochure has been created for CJ. Kevin is doing a final review. Kit, Janet and Rita both commented that they would like to see more community involvement placed on the brochure instead of just the skills and guns. Lindsey will discuss a change in wording with Kevin and incorporate some of the "other" roles of CJ. The brochure will be utilized in a mailing for the CJ program. Marketing plans on putting together a mailing to alumni and area law enforcement to encourage them to complete the Charter Oaks 3+1 completion program. Lindsey and Kevin will connect on what the next step is in the process.

#### 3. Early Childhood ( sample)

A new brochure has been created for the Early Childhood program. A packet was sent to all licensed childcare centers in the region to promote the program and the new evening courses this spring. Early this spring (after MnSCU approval) a similar mailing will go out to all HS and public schools to promote the New TRF program.

#### 4. Athletics Brochure

Julie is working with Deb to put together a new Pioneer Athletics brochure. Deb is in the process of updating the text and new photos will also be added.

#### 5. 4 Programs requested for Spring Marketing

Handouts were given of the print ads that were ran in the Times/Watch and the GF Herald. Radio and TV was also done. The 4 programs were chosen by the Deans as needing extra marketing due to low enrollment. The committee plans on evaluating what # look like in the spring and in the fall to see if it has had an impact. A handout on evening classes was also distributed to the group (which was in this weekends paper). The insert was a push for evening classes and targeting older students to start their education with a night class and then eventually take day classes to complete their degree.

## 6. Drop for Non Payment Communication

Mary updated the committee on the new policy that is being adopted by the Business Practices and Alignment group. Starting next Fall students who have not paid their bill by the 5<sup>th</sup> day of classes will be immediately dropped from their classes. There are 5 guidelines that prevent this from happening (VA benefits, Financial Aid progress, Payment plans ect.) however this is going to have an impact on enrollment. Lindsey and Julie will head a communication strategy to let prospective and current students know about this change in policy. Ideas have been thrown around- "Got \$" similar to the Got Milk, "Don't get Dropped"- Bungee Cord/Extreme Sports ect. The campaign will need to be catchy and encouraging to students. We will be bringing some new ideas to the next meeting and starting to plan to launch right after students have spring break.

## 7. Liberal Arts- TRF

A few weeks ago I had a discussion with Mark Johnson and Jeff Thomas about creating a Liberal Arts CD-ROM for the TRF campus. Applications and prospects for the TRF Liberal Arts program are low. The original CD's create this summer were funded by a Strategic Initiative. Academics is interested in finding out what the cost of the project would be. Mark suggested a sample script would be the best way to get an estimate on how much of his time it would take to do the project. Committee suggested making the script around 8 min and keeping it generic enough that when EGF gets funding they can use the same thing and get different video.

Action items	Person responsible:	Deadline:
✓ MPT Scholarship Brochure- Check with Gene on Video	Admissions & Lindsey	
✓ Criminal Justice Mailing- Final Brochure	Kevin and Lindsey	
✓ Evaluate Spring efforts-	Committee	
✓ Sample Liberal Arts Script- \$ estimate of project	Lindsey	
✓ Start planning campaign for drop for non payment	Committee	

### Agenda item #2: **Fall Marketing**

**Presenter:**

#### Discussion:

Ideas to target the non-traditional (not just out of HS) student. Numbers are becoming more competitive and the committee did some brainstorming to think of some off the wall/affordable ways to communicate with the adult students who aren't reached by college recruiters ect.

- Grocery Store Receipts and bag inserts
- Visiting Agency's and Workforce Centers
- Church Bulletins
- Delivering Information to Waiting Rooms in Clinics
- Bathroom Ads ( Off-the-Wall) in Restaurants and Clubs
- Luncheon News
- Delivering information to Athletic Clubs
- Billboards
- Athletic Recruiting Events
- Marketing to Roseau ( we will add them to the Marketing Plan on January 4<sup>th</sup>)
- Mentoring Programs
- Non-Traditional Evening Open House
- Delivering a list of courses/programs at NCTC to large employers to have them post in their lounges ect.
- Gas stations
- Push a message of balancing it all ( family, work, school)- maybe pushing a short term commitment and then they may eventually take the long term commitment- ½ semester classes
- Advertise the Refresher Course offered by Marna Klug

Action items	Person responsible:	Deadline:
✓ Julie is going to check on billboards		
✓ Lindsey is going to check into the bathroom ads & others		
✓ Committee will keep brainstorming		

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**Agenda item #3:     Marketing Plan &  
                              Web Marketing Plan**

**Presenter:**     Lindsey Wangberg

**Discussion:**

Marketing Plan is posted on Virtual Office under the Marketing Committee. When changes have been completed a new version will be posted to the site.

Wednesday- January 4<sup>th</sup>- Lindsey and Julie will be meeting with Chad to put together the Web Marketing Plan and the plan for focus groups to review both web and marketing publications.

**Action items**

**Person responsible:**     **Deadline:**

- ✓ Web-Marketing-PR small group meeting
  - Focus Groups
  - Web Marketing Plan
  - Marketing Plan

Lindsey, Julie, Chad     1/4/06

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**Agenda item #4:     Public Relations News**

**Presenter:**     Julie Olson

**Discussion:**

Julie has been releasing a lot of Service Learning PR. Six releases have been completed for EGF and 6 are in progress for TRF. The stories are receiving good press and media appears to pick up on the human interest stories.

**Action items**

**Person responsible:**     **Deadline:**

- ✓
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- ✓
- ✓

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*Other Information*

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**Budget Information-**

- **CC #-116024- Marketing**
  - 12-21-05: Balance- \$31,928
  - Starting: \$146,162.00
  
- **CC#- 116033- Public Relations**
  - 12-21-05: Balance- 1,634.58
  - Starting: \$16,443.00

**Next Meeting:**     January 2006

Lindsey will send out some tentative dates to see what works best for the committee during the weeks of January 23 and 30<sup>th</sup>.

**Special notes:**