



Northland Community & Technical College Marketing Committee Meeting

October 23, 2006

1:45 PM-3:00 PM

EGF - Room 306 B / TRF- Room 545 Polycom

Membership: Betsy Jenson(A), Bonnie Stewart, Chad Sperling, Cindy Cedergren, Dennis Bendickson, Dennis Paesler, Gene Klinke, Janet Gontarek(A), Jennifer Sundberg(A), Julie Olson(A), Kirsten Melby, Kit Brenan, Lindsey Wangberg, Mark Johnson, Mary Fontes(A), Nicki Carlson(A), Paul Peterson, Rita Lealos, Terry Wiseth, Travis Ryder.
Students: Ben Hunter & Diana Moncada, Robert Hunter(A),

Topic	Responsible Party	Discussion/Outcome
Introductions / Purpose	Lindsey	Introduce Committee Members: Review Marketing Purpose: Refreshed previous members, and advised the new members, of the general college wide purpose of the marketing committee. The committee intends to market and promote NCTC by utilizing the feedback received from groups and different areas, such as responses from the campuses' radio station, Pioneer 90.1 and NCTC web page. Minutes: Minutes will be recorded by Rita
Review of the New 07-08 Marketing Plan <u>(Handout)</u>	Lindsey	Dept of Outreach & Advancement: Discuss of the reorganization of the college's Department of Outreach and Advancement. The consolidation of several divisions on each campus brought about a new title. It was learned that different divisions (NCTC Foundation / NCTC, TRF/EGF, NCTC Alumni) Were all trying to reach the same audience. Hopefully this internal merger will condense, consulate and uniform the audience that it was trying to reach. This procedure will prove to be more cost effective with the management of printing and mailing of flyers, etc.
Program Specific Marketing	Lindsey	Review of the New 2007-2008 Marketing Plan <u>(Handout)</u> New assignments were discussed and assigned to members, whereby requesting review and further discussion at the months committee meeting. A few areas may need to have continued discussion, such as the executive summary. The executive summary may need to be added,

<p>Sonic – ID's Pioneer 90.1</p> <p>Public Relations Update</p> <p>Web Update</p>	<p>addressed and updated.</p> <p><u>Specific Areas of Marketing Plan:</u></p> <ul style="list-style-type: none"> • Academic Program Adjectives/History, Pg 30 & 32 Areas missing, objectives that may need to be gathered from marketing and program specific areas. May need to inventory objectives and survey programs again. • Project to Pursue? –Most current suggested projects : <ul style="list-style-type: none"> ○ College Magazine; Project may be quite costly, but used as a more external community wide publication. --Not intended to replace the Pioneer Newsletter. ○ Marketing plan for each area/project • Discuss Spring Media Campaign, Pg 35 <ul style="list-style-type: none"> ○ Planning of budget amounts • Financial section/ project for next month, Pg 39 <ul style="list-style-type: none"> ○ Project for next month requesting each member to take an objective to see how we can improve. ○ Image Survey – To review and come back to next meeting with objectives. ○ Evaluate & Assign areas of review for next meeting as requesting action plan and ideas that may be of benefit. ○ Assignment per area of knowledge and expertise. ○ Members to review Image Survey and come back to next meeting with objectives <ul style="list-style-type: none"> • Chad #6 • Gene #5 • Kristin #3 • Mark #4 • Kit #1,2 • Students Ben/Diane Improve #7 & #8 • Bonnie #11 • Cindy # 12 • Travis & Gene #9 • Travis #10 • Image Study, Pg 8 <ul style="list-style-type: none"> ○ Mary Fontes talked about this at our spring meeting; by surveying high school students and asking if they have hear or seen the NCTC adds. What interests do the high school students have in higher education? What catches their eye? What do the want and look for in their search? <p>Discussion of population by counties that NCTC currently has connections to; Mahnomen,</p>
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Cavalier, GF, Roseau, as a county area sampling.

- Targeting student that have not yet requested information.
- Will this action be cost effective?
- Ability to reaching higher achieving students that have not yet made a decision.
- Marketing Plan not posted on virtual office or on the web yet.
- Inter & intra net where plans are currently posted. –Do we want marketing plans posted on the web? Discussion: Perhaps only a summary on virtual office. All members in agreement that we do not post plans on web for others to view plan in process...

- Compile 2007-2008 Marketing Wish List / Special Projects, pg 33
 - Lindsey to review; Consists of special projects that could be done to “brand” college. Different activities, community events, project lists, etc.

- Current Budget and Budget Review (Handout), pg 39
 - Lindsey summarized and lead discussion:
 - Financial Summary: Currently \$147,000.
 - Current 2006-2007 request, \$165,000
 - Largest part of budget went to printing and publishing of materials
 - General marketing and guide
 - Bill board looks good to the community
 - BB gas station, any other bill boards that may be available? Gene to check on availability of additional bill boards.
 - Billboards in GF on Interstate = 1 month @ approx \$3,000.
 - Billboard in TRF = \$1,500. for a full year
 - A farmer in Thompson, ND, has billboard available / carpentry program to assist w/construction. Dan Sponsler is the contact due to his residency in Thompson.
 - This was discussion at last mtg.
 - *Check zoning/legal's prior to taking further steps
 - Spring '07 = spending less compared to Spring 2006.
 - Monday night football S1/
 - 250 spots = \$500. CW/former WB same as WDAZ market prior to 7:00 PM/ aiming for a younger population/female audience
 - With the requiring of 1 student / bill for ad would be paid for.
 - \$5,000 has been set aside for national conference, but may need to be cut as the school year goes by.
 - Roseau PR and marketing for site/Roseau/Lake of the Woods, rec'd \$10,000
 - 5 year contract for bill board purchase.
 - Spare spending for LPN in Roseau / saving money / project ear marked for fall & summer
 - Questions & comments were favorable for that area/new site in Roseau
 - Fall @ Roseau how many enrolled? --Unknown

Program Specific Marketing:

- Lack of Program Specific Marketing
Discussion of funding and how this can be addressed.
- Aviation Marketing Meeting – October 10th (Handout)
Discussion:
- Proposal of how to address unique programs and means of promotion.
In '05-'06 marketing received \$20,000. Academic program specific spending. There is doubt that the same amount will be give this year. Administration has not yet advised how much will be allocated for unique programs on this year's budget.
- Proposed question on how to handle low enrollment programs in EGF/TRF? (i.e. MLT, Cardio, HVAC, Cosmos, Aviation) Discussion with administration; if instructional staff “just get out there and enroll prospective students”, it will eat into time with current students. Examples: TRF = Criminal justice, Nursing RN, business program, Artic Cart welding program were taken to the Bagley, Fossten, Winnemack high schools for recruiting purposes.
 - Separate action plans on low enrollment classes and obtain instructors input.
 - Encourage current students to come with on recruitments. Lang Arts/English Classes.
 - Work out with broadcasting teachers prior to placing students on the air while in HS atmosphere. Comments of a considerable amount of time and effort put in to get only 1 student to enroll.
 - Looking for students & may have to work directly with HS teachers for input? Some other method needed? Methods that don't count much, or don't work well?
 - Currently NCTC students to go to HS to give presentation/get HS students excited & pumped up
 - More involvement with instructor and currently enrolled students.
 - College students speaking to high school students directly.
 - Target 4 programs each year that need to be promoted.
 - Reflect on former NTC and what has worked successfully.

Discussion: Marketing more broadly / regionally. While looking into a wider geographical area to expand on local students. There is a continued need to reach farther.

Travis Ryder

Concept of Sonic-ID's: Highlight Points in Sonic-ID's, Pg 7

Travis elaborated on how to transfer the goals of Pioneer 90.1 On-line Radio, as to service not only the college, but also the listeners of the station, by creating 1-2 minute radio spots by using natural sounds of campus life. (i.e. welder sounds, ftball practice sounds, etc.) Prepared narrations seem to tell more of a story than what a spot would be able to relay to listeners. Interviews with be conducted with students and staff highlighting their successes. The narrations

		<p>seem to tell more of a story, as oppose to what a spot would be able to relay to listeners. --It was the feeling that current NCTC radio ads are tired and boring.</p> <p>The NCTC PR staff would be providing direction on this, including giving consideration to the amount of Travis' time that it would involve. Discussion:</p> <ul style="list-style-type: none"> • What do we want to tell the region? <ul style="list-style-type: none"> ○ Tag line still good, (Building Futures... Together) ○ Student activities ○ Small class sizes ○ Committee members to list 7-14 qualities ○ Success stories of graduates. ○ Generic themes for college ○ Institution overall rather than specific ○ Focus on "highlighted" programs ○ Video of student talking off the cuff ○ Give a "real" approach ○ Showcasing the strengths of the college with student testimonies ○ Combine strengths and opportunities ○ Specific suggestions to contact Lindsey/Travis ○ Kit suggested offering this as a project for the advertising class (spring semester); perhaps talent or new ideas are right here in the building! ○ Age range is quite wide/management w/Herald; some students' area already earmarked. (success stories in marketing class) ○ Increasing listening pool too. ○ Lindsey to note some of her top 17 ideas
	Julie Olson	Public Relations Update: Julie Office of Pub (tabled/unavailable)
	Chad Sperling	<p>Web Update: Chad launched updated the committee on the status of the updated web site that was launched. Since the new web sight has been put in place admission has tripled. (!) –Chad has been checking on new (web) strategies, and is able to pick up on "web hits" in order to gather better data for the web sites. As a community partnership, 211 sites are linked to NCTC College web. Discussion of additional ways that we can be hooked up shared web sites. (i.e. Internship sites, Artic Cat site, myspace). Further examples of: On-line directory searches/purchase from one data base/ top career schools for aviation/purchasing price, etc.</p> <p>Discussion:</p>

Next Meeting: Nov 20th, Monday @ 1:45-3:00 PM / polycom

