



## Northland Community & Technical College Marketing Committee

November 27, 2006

1:30 – 3:00 PM

Room # 106 EGF / #461F TRF polycom

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

Students: Ben Hunter & Diana Moncada, Robert Hunter (A).

Topic	Responsible Party	Discussion/Outcome
Review of Marketing Objectives in the Marketing Plan – as assigned at November meeting	GROUP  Kit	<p><b>Marketing Objective Section:</b> Those Marketing Committee members attending presented their assigned objectives. <u>(if member was missing we will follow up that Object # in Dec)</u> Objective for the next two years</p> <ol style="list-style-type: none"> <li><b>Strengthen Identity - Kit</b></li> <li><b>Strengthen Public Perception</b> -(combined #1 &amp; #2) <u>Kit</u> <ul style="list-style-type: none"> <li>Strongly promotes the strengthening of NCTC identity with GF/EGF Chamber of Commerce.</li> <li>Encourages more faculty involvement with NCTC Speaker's Bureau (w/student to assist in specific area). Speaker's Bureau is new college wide project and just being set up.</li> <li>Getting identity out to public, and not to be satisfied with being a number 2 competitor.</li> <li>Problem with customer service; employees no longer have the same work objective as they did years ago; employee retention is an issue.</li> <li>Mission is not to take away from Customized Training, but to assist with development.</li> <li>Strength community perception of NCTC and to incorporate successful graduate students in marketing plan. An example of successful students and the businesses that they are employed with. (in their chosen career)</li> <li>NCTC should be working with community—Examples: April-college for kids,</li> </ul> </li> </ol>

	Kirsten Mark Gene	<ul style="list-style-type: none"> <li>career expo</li> <li>Kit will email her detailed study to Lindsey.</li> <li>Kit felt that there were a couple of areas that need to go a step further.</li> <li>Sample of a FAQ that a can be easily viewed by staff. (Master template)</li> </ul> <p>3. <b>Increase Business Communities Knowledge of NCTC</b> –<u>Kirsten</u> (absent-tabled Dec)</p> <p>4. <b>Strategically Identify Program Specific Marketing Needs</b> –<u>Mark</u> (absent-tabled Dec)</p> <p>5. <b>Support Needs of Enrollment Management</b> - <u>Gene</u>-Complimented the new look of the view book and catalogue.</p> <ul style="list-style-type: none"> <li>Aviation met and agreed to go to the job fair in Manhomen. TRF Nursing and Cosmetology programs will also be attending job fair.</li> <li>New poster to send to high schools and businesses (15,000 qty)</li> <li>Questionnaire to be redone with assistance from TRF staff.</li> <li>Working on new photos for booth,</li> <li>Felt that the admission and enrollment mgt departments are in good shape.</li> </ul> <p>6. <b>Make the Web Site = NCTC's #1 Marketing Tool</b> – <u>Chad</u> (absent-tabled Dec)</p> <p>7. <b>Improve Internal Communication of Marketing Efforts and College Activities</b></p> <p>8. <b>Identify and Promote Student Success Stories</b> – (Combined #7 &amp; #8) <u>Diana &amp; Ben</u>—</p> <ul style="list-style-type: none"> <li>Suggestion that the student clubs submit updates to college newsletter. Will talk to Margarerita Bracamonte, Student Life Advisor, about their ideas to have the promotion of student clubs materials given to the pioneer news for publication. It was felt that they would like to see the student clubs to be more active in student life.</li> <li>Wanted to look at all student club bylaws.</li> <li>A need to get club information out to students; --on how to get clubs going and how to participate in clubs. It was questioned if additional marketing and PR could help to encourage this?</li> <li>Student Senate to assist clubs in their development. --We have idea but where do we go?</li> <li>Suggestions of getting a “President’s Club” of all club presidents together for a once-a-month meeting, and to compare plans so that groups will not be overlapping on events and projects</li> <li>Public perception</li> </ul> <p>9. <b>Improve Publications</b> - <u>Travis &amp; Gene</u>--(tabled to Dec-agenda) #5 &amp; #9 to be combined; It was felt that there was duplicate information of promotional materials, etc. May have joint purposes with enrollment mgt.</p> <p>10. <b>Conduct Marketing Research</b> - <u>Travis</u>—</p> <ul style="list-style-type: none"> <li>It was felt that the best marketing practices can be continued to be used in a various ways, and in demographic manners. An example of a specific area and/or to work with high school staff.</li> <li>Explore the sub-set of new costumers.</li> <li>New marketing research_ - Perhaps putting existing marketing techniques to use</li> </ul>
	Chad Ben & Diane Ben & Diane	
	Travis/Gene	
	Travis	

	Bonnie	before trying to refine it. --Have current marketing practices really been used to full potential?
	Cindy	<b>11. Increased Development of the Marketing &amp; Public Relations Dept – Bonnie</b> (absent-tabled Dec) <b>12. Support NCTC and the Minnesota State College and University Mission – Cindy</b> (absent-tabled Dec) Due to Cindy's absence there was group discussion of the following: <ul style="list-style-type: none"> <li>• Change in content/grammar.</li> <li>• Annual report to college? No there isn't</li> <li>• Goals have changed and just being developed this fall '06.</li> <li>• New direction through the cabinet, whereby it wasn't created with this existed</li> </ul>
<b>Spring Marketing Campaign:</b>	Lindsey	<b>Spring Marketing Campaign:</b> Reviewed at last marketing meeting. <ul style="list-style-type: none"> <li>• Ads with radio stations (KZLT-XL93) aiming at an older listening market.</li> <li>• Thanksgiving day ad in GF Herald and in the Watch.</li> <li>• Transferring Student ad in the Watch next week.</li> <li>• Promo on the TRF campus per direction from Anne Tempt</li> </ul>
<b>Roseau Marketing Campaign:</b>	Julie	<b>Roseau Marketing Campaign:</b> <ul style="list-style-type: none"> <li>• Ads in the Warroad trading post</li> <li>• Roseau newspaper/demonstration publications</li> <li>• Open house/blood pressure screening,</li> <li>• Publications of older people learning technology.</li> </ul>
<b>Public Relations Update</b>		<b>Public Relations Update:</b> Discussion of the following: <ul style="list-style-type: none"> <li>• News releases processed college wide</li> <li>• Working with Roseau</li> <li>• College web updates</li> <li>• Employee photos updates</li> <li>• Foundation's open house, NCTC TRF airport &amp; campus.</li> <li>• Importance of promoting successes of students.</li> <li>• Pioneer campaign during this year's legislative session.</li> <li>• "Breakfast with the President"; 12-13 different TRF community reps to meet with Anne Temte. This will promote NCTC involvement with community businesses and give representatives a chance to ask questions in a two-way conversation. East Grand Forks' "Breakfast with the President" is scheduled for January 9<sup>th</sup>.</li> <li>• Projects for next semester</li> <li>• Updates of 43 display photos will soon be completed for college wide use.</li> <li>• To work with Bonnie on the redesign of the holiday format. NCTC TRF dinner theater of "The Christmas Carol"</li> </ul>
<b>Budget Update:</b>	Lindsey	<b>Budget Update:</b> \$32,340.70      PR \$3,032.46

	Travis	<p>Lindsey has announced a special budget request for extra dollars in the development of a bi-annual "NCTC College Wide Magazine". The magazine would go to specific zip codes and be used for college wide marketing purposes. Examples of promoting the foundation, specific college programs, spotlighting both faculty and students. Lindsey is currently researching two companies and needs to submit bid prior to deadline. She is hopeful that this will happen, but plans are yet to be put in place which depends on whether the special budget is approved. Updates will be given at a later time; --perhaps to table this project for next year if not approved for this year.</p> <p><b>Follow-up:</b></p> <ul style="list-style-type: none"> <li>• Sonic ID's – Travis detailed out additional updates of project: <ul style="list-style-type: none"> <li>○ To improve and update the marketing on Pioneer 90.1;</li> <li>○ To take radio programs up a notch with first person stories, whereby individuals would be talking about there NCTC successes. This would relay a more personal experience about their NCTC career and/or individuals involvement with the either campus.</li> <li>○ This would involve not only current students and alumni, but also community members and business within the region.</li> <li>○ Travis is looking forward to the challenge of this project and is working on obtaining natural sounds of campus life, (i.e. welder sounds, ftball practice, etc) He will try to roll out some samples for demonstration. The project for such radio spots is time consuming and Travis will keep the marketing committee posted of his progress.</li> </ul> </li> <li>• Aviation marketing—new web page promoting aviation program; currently working on getting successful grads of this program before end of semester.</li> <li>• Mass Communications—Gene will give Travis a list of high school counselors, principles, athletic directors, with direct name and web site for contacts.</li> </ul>
	Lindsey	<p><b>Next Meeting:</b> December 18<sup>th</sup> @ 1:30 PM</p>

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