



Northland Community & Technical College Marketing Meeting Agenda

March 7, 2007

2:00 – 3:30 PM

Room #306B EGF / #545 TRF polycom

Membership: Chad Sperling, Cindy Cedergren, Gene Klinke(H), Jennifer Sundberg, Julie Olson, Kirsten Melby, Kit Brennan, Lindsey Wangberg(H), Mark Johnson, Mary Fontes(H), Nicki Carlson, Rita Lealos(H), Terry Wiseth, Travis Ryder. Mary Fontes, Travis Ryder, Chad Sperling,

Students: Diana Moncada(H)

Topics	Responsibility	Discussion/Outcome
Spring/Summer Marketing Campaign	Lindsey	<p>Results of Student Online Survey: (handout), Lindsey had emailed Mrktg Committee Members the results of the online survey for members review. This was the first attempt of the college's online survey and re-confirmed what was assumed by marketing staff; staff members now had valid data to work with however. EGF & TRF both received the same survey; the only difference was in regards to the question of which newspaper was read.</p> <p>The following are highlights of survey response:</p> <ul style="list-style-type: none"> ▪ 201 EGF responded / 74 TRF responded ▪ 18-21 responded ▪ Capitalize with the cable station ▪ Large amount of students read the newspaper <p>New TV Ad:</p> <ul style="list-style-type: none"> ▪ "Go Far To Go Places" ▪ New NCTC ad is scheduled to be unveiled April 1. ▪ Midcontinent to assist in ad development. The new ad is perceived to incorporate the following: <ul style="list-style-type: none"> ○ Still photos ○ Student testimony ○ Ad to be upbeat and in embrace "flashing back and forth" ○ Face book wall look ○ Image add not intended to promote summer/fall semesters ○ Review prior to sent out on air

		<p>Media Breakdown: A suggestion was brought forward to begin the annual campaign time a month earlier, (March 1), whereby getting a jump with compared competition, rather than the annual campaign time of April 1. It was also suggested that regional demographic sights of Fosston/Mahnomen be considered, (radio) bringing into discussion that of Bemidji and Bagley stations, and to look at a breakdown per arbtron for radio.</p> <p>NCTC Online: “Crawls” will be considered to be use for registration, and during student orientation times, whereby class/student information could be first updated and forwarded on to the student. Questions came forward as to which semester crawls would be used to update. Summer has too many start dates within the term and a decision was to begin use fall semester 2007. –Crawls could also be used to promote specific programs of interest.</p>
Budget Update	Lindsey	<p>Marketing Budget - Currently \$16,188; topic discussion followed.</p> <ul style="list-style-type: none"> ▪ Regional buys went through ▪ TV ads ▪ Modestly tight budget ▪ Leave \$6,000 in for surplus, clean-up, and unexpected costs. ▪ Public Relations
Planning Meetings	Gene	<p>Enrollment Management & Marketing Meeting – Summary Brainstorming w/discussion and noted marketing of other colleges.</p> <ul style="list-style-type: none"> ▪ Wahpeton sign/ad – theme? ▪ Option to starting @ Wahpeton, and transferring on. ▪ “Why choose Wahpeton?” ▪ Targeting HS students; “students, did you know that you could do this?” ▪ We’ve got this/we’ve got these programs, etc. ▪ Channel 8 area (regional) ▪ Concept of Wahpeton / Why Choose Wahpeton / perhaps 3 diff adds of NDSCS(?) ▪ Business school in Fargo/Moorhead (Aakers Business School) ▪ 1st two years of that 4 yr degree ▪ Post card campaign (sending) ▪ What (information) to “give” with prospective students; This is what you can do; This is what can happen; Exchange days w/HS; College credits while still in HS. ▪ Utilizing College in the HS; Offering credit for students in the HS level; Mentors in HS working with NCTC & faculty; Mentors being used to assist; Taking credits and moving on with them (College mentors while prospect student is still in HS) ▪ Student has “foot in the door”; Students earning credits in HS which they could use to continue on hopefully @ NCTC. ▪ Educating HS students, superintendents, administrators, counselors, HS directors, and parents of what is offered at NCTC. ▪ Students going to UND & NDSU instead; maybe an overwhelming change for some. ▪ Suggestions of sending post cards to counselors w/meeting time & date, making arrangements for a get together with advisors to promote and ask questions; panel discussion. High schools are down-sizing counselors; counselors are finding that they are

		<p>overwhelmed with the student-to-counselor ratio. This concept may be a “win/win” for all parties involved in student education.</p> <ul style="list-style-type: none"> ▪ Increasing on-line presence; on-line advertising ▪ Example: Star Tribune; \$7,420. per 1 wk add ▪ Search for 2 year colleges anycollege.com w/add more affordable; (last year admit goals.com \$35,000); Crookston home page, video newspaper stream; button (link) on the TRF paper sports page. ▪ Where are student coming from? Checking with regional demographic 2008 largest student population ever is dropping; population pools are drying up. ▪ Check out these options, it may be cheaper that sending out somewhere else. ▪ Liberal Arts Promotion ▪ Online Marketing – next meeting with AnyCollege.com http://anycollege.com/ ▪ YMCA group – June 20th; Explore an invitation to attend “Day Camp” ▪ Open house after church services to get the word out about affordable secondary educations. (Suggestion: heard about this technique in southern states. Would we then be opening up separation of church and state issues?) ▪ Structure programs; where are we going? ▪ Prim Steel, Fergus Falls, MN. People want to travel along, with the opportunity to donate an hour to the home and garden show. People want to find out about the community. How other areas perceives of NCTC and what are they saying about us? ▪ Marketing groups and advising staff seems to be proactive. <p>MN/ND Legislation: Continued discussion with the ND Legislation for free tuition to ND students. This could be a significant (devastating) impact for two year colleges. NCTC should look at this possibility with a plan in mind so that it doesn’t catch the college off guard, and without a plan. NCTC needs to look at future student needs that may be coming up.</p> <p>Governor Tim Pawlenty has per posed, that MN students to have one year of college under their belt before graduating from high school.</p> <p>Academic Planning Session – Summary Brainstorming session with NCTC division heads on how to handle the declining population issues that will influence future enrollment.</p>
Follow-up & Other	Lindsey	<p>Sonic ID’s: Travis is still committed to the idea of the Sonic ID’s, but his current schedule is tight will little time needed to devote to the project. Travis is hopeful to be able to provide an update at a later marketing meeting.</p> <p>Roseau Marketing: Discussion of the future needs and ideas to market the Roseau site. Currently waiting to hear from the Roseau site on what they would like to hear (marketing venue) and perhaps a draft of a brochure of site highlights. When to start advertising? Possible three times per year.</p> <p>Aviation Marketing: Chad is helping to pull together information for the aviation web site, however there are some issues involved before this can take place. With 200 plus aviation</p>

		<p>pictures and a package of current student testimonials, including aviation graduate testimonials, there is a possibility of put together an aviation promotional brochure.</p> <p>OTHER PROJECTS: Speakers Bureau, Children's Day, 2007 5K Run/Walk, program postcards for Medical Assisting, 2Cents Suggestion Box</p> <p>Northland College Name: At the recent polycom all staff meeting, President Anne Temte announced that there is consideration taking place with the multiple names that the college has. What name is the college being recognized with? What name is being used? Northland College rather than NCTC; (Northland College, Wisc) Northland Community and Technical College. --College name discussion followed:</p> <p>NCTC Jingle: Per President Anne Temte's all staff meeting, marketing staff was unaware that Linda Samuelson was contacted with a class project in mind. President Temte noted that Linda's music students may step up to a class project (challenge) by creating a jingle for NCTC. Marketing staff will contact Linda Samuelson for additional information.</p>
Next Meeting		18 April, 2007: Additional information TBA.

Next Meeting: Date at time, Room TBA