



Northland Community & Technical College Marketing, Recruitment, and Enrollment Management Task Group

August 31, 2007

TRF Campus, Room 662 via video conference EGF Campus Room 106

12:00 – 1:00

MINUTES

Attendees: Guest: Anne Temte, Stacey Hron, Gene Klinke, Justin Berry, Pam Schorsch, Chad Sperling, Wyndle Kinney, Nicki Carlson, Nicole Brenny, Julie Olson, Mark Johnson, Terrence Wilcox, Tony Sorum

Absent: Pat Balstad, Lisa Handley, Mary Fontes, Jeff Thomas

Topic	Responsible Party	Discussion/Outcome
Welcome and Team Charge	Anne Temte	Anne used the game boggle to describe the expectations of the Marketing Task Group. The idea is to shake up all our current practices and come with ideas to market and retain students. Be Creative and think out-side the box. <ul style="list-style-type: none"> Gene asked about the college start date and the possibility of it starting after Labor Day. Anne will ask at the Board meeting.
Update on current recruiting practices	Gene Klinke	Gene provided an update on current recruiting practices.
College in the High School	Gene Klinke	Gene provided an update on the High School visits and college fairs. <ul style="list-style-type: none"> The largest fair is at the Minneapolis Convention Center and will be held October 9 & 10th. At most college fairs you are only allowed to have 12" displays and can not give out prizes. Gene also discussed there is still the Stigma of Technical colleges not being as good as Universities.
Program Specific Marketing	Gene Klinke	It is difficult to provide program specific marketing at college fairs due to the limited number of things allowed.
Importance of Faculty working admissions in recruitment process	Gene Klinke	Prospective students are sent mailing, and program letters. It's important for faculty to make the connection with the students and do it early enough to be considered in their decision. <ul style="list-style-type: none"> Students receive so many letters, many times they are just thrown away. Mark discussed the cd's that were created 2 years ago. He has ideas on creating new

		<p>cd's. The cd's should be short, humorous clips from the students point of view.</p> <ul style="list-style-type: none"> • Ideas: My Space, You Tube, contests for bringing a friend, Face Book
Marketing Position	Gene Klinke	Not sure when the marketing position will be filled or how it's changing
Brainstorming Ideas	Stacey Hron	<p>Affinity Diagram to brainstorm ideas.</p> <ul style="list-style-type: none"> • Question: What ideas do you have to recruit and retain Northland College Students? • Stacey will compile the results and share with the group. A bank of ideas will be developed.
Subgroups to develop goal objectives and strategies	Stacey Hron	The Task Group was given 5 goals. Can we divide the 16 team members into subgroups to create strategies to accomplish the goals? The group felt we needed more information on the current Marketing and Enrollment plans and budgets before we will be able to divide into subgroups. Stacey, Gene and Julie will develop a power point with the needed information.
Increase Enrollment and Retention via Technology conference	Stacey Hron	Conference in Boulder CO, November 7 - 9, 2007 on Increasing Enrollment and Retention via Technology: Recruit, Retain, Reconnect. Please contact Stacey if you are interested in attending.
Meeting Dates	Stacey Hron	Next meeting September 13, 9:00 – 11:00.