



## Northland Community & Technical College Marketing, Enrollment & Recruitment Taskforce Meeting

September 13, 2007, 9:30 a.m.

TRF Campus, Room 662

EGF Campus, Room 106

### MINUTES

Attendees: Pam Schorsch, Chad Sperling, Stacey Hron, Gene Klinke, Kirsten Melby, Mark Johnson, Nicki Carlson, Pat Balstad, Julie Olson, Niki Brenny and Tony Sorum

Absent: Mary Fontes, Jeff Thomas, Terrence Wilcox, Wyndle Kinney, Lisa Handley, Justin Berry,

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey Hron	Stacey called the meeting to order at 9:35 a.m.
1. Power Point Presentation	Stacey Hron Gene Klinke	Stacey presented the Marketing, PR, Enrollment and Recruitment Power Point Presentation to the taskforce to update them on the past marketing and public relations efforts and budgets (Goal #1). Gene presented the Enrollment and Recruitment budgets and the yearly events the Recruitment departments attended each year. The Power Point presentation will be posted on employee virtual office under the Marketing Task Group section.
2. Interim Marketing Director Position	Mark Johnson	Mark announced he has been appointed the Interim Marketing Director position effective immediately and will now be the third chair of the task group.
3. Prospective Student Tracking by Major	Gene Klinke	Gene reported that there are currently 4600 prospects on the current list. Prospects are sent to instructors so that they can initiate a contact for the next school year.
4. Marketing Scope	Gene Klinke Mark Johnson	Gene and Mark agreed that the College marketing scope needs to start reaching further outside of our region as area high school graduating classes are beginning to be smaller. Mark suggested that the taskforce make a formal request next year to get an additional \$10,000 into the Recruiting budget for recruiting at other National Career Fairs in other states.
5. FYE	Gene Klinke Mark Johnson	Gene reported that the FYE's at the TRF campus are going down, and that they are going up at the EGF campus. He noted that we have also lost programs. Mark

		suggested that for marketing and recruitment purposes that the taskforce ask administration "What is the target number of students for each campus?" Is it ever going to be back at 1400 in TRF, or is it lower? What are administration's expectations?
6. College Catalog	Brainstorming	Gene and Nicki reported that they had visited with UND, Bemidji State, Mayville State and UMC and those colleges reported that they would never go away from printing their catalogs. They are the #1 requested item from the high schools. The group brainstormed ideas for the College Catalog. The following suggestions were made to keep the cost down: use news print on the inside pages, take out the policies, check on the different paper stocks for the cover, provide a CD as an option but not a requirement.
7. College Handbook	Brainstorming	The group suggested that the College start charging \$3 a book through the Bookstore. Other colleges currently charge for planners without any problems. This would help recover the cost of printing.
8. Program Specific Videos	Mark Johnson	Mark suggested that we create program specific videos on every program on campus. Every program has a story to tell. This could be done by working with faculty and current students to create off-the-cuff videos on why they choose NCTC and what they like about it. Mark would create the videos in house.
9. Faculty Presentations	Brainstorming	It was the consensus that the taskforce present the power point presentation to the faculty at NCTC. Ask questions to faculty as to what they currently do to recruit into their program and what we could do to assist them. The group will cover this idea at the next meeting. All ideas and best practices would be saved in groups to share ideas across the college.
10. Group Assignment	Group Klinke	Find two colleges with successful marketing and recruitment program and bring the information to the next meeting for review.
11. Traveling Advertising	Gene	The group discussed how great it would be to have a NCTC car painted in college colors to take to recruitment events. The Auto Body program students could take it on as a project. "Go Pioneers" and the college website address could be incorporated into the paint design. Stacey will talk to Gerry Schulte to see if this is a possibility in this year's auto budget.
12. Music Download Card	Niki Brenny	Nicki Brenny explained the music download concept to the group. Stacey, Gene and Mark will meet with Niki to order the cards so that they can be used at the National College Fair in October.
13. Next Steps:	Group	The group wants to hold an information session for the faculty, send out a survey to all employees, and develop a bank of ideas for marketing and recruiting. This will be discussed further at the next meeting.
14. Adjourn	Stacey Hron	Stacey adjourned the meeting at 12:20 p.m. The next meeting date will be emailed out to the group.

Recorder Julie Olson