



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

October 17, 2007, 1:00 – 3:00 p.m.

TRF Campus, Room 217

EGF Campus, Room 411A

MINUTES

Attendees: Stacey Hron, Gene Klinke, Mark Johnson, Chad Sperling, Nicki Carlson, Pat Balstad, Julie Olson, Tony Sorum, Wyndle Kinney, Mary Fontes, Justin Berry

Absent: Jeff Thomas, Terrence Wilcox, Lisa Handley, Pam Schorsch, Kirsten Melby, Niki Brenny

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey Hron	Stacey called the meeting to order.
1. Northland video	Mark Johnson	Mark presented a Northland College video he created. The video was first used at the Mpls college fair but will be used for other events. Gene commented that he witnessed many parents watching the video during the fair. The video will be fine tuned and posted on the web and used for additional events. (Great job Mark!!)
2. Update on college fairs	Gene Klinke	Most college fairs are now completed. The recruiters are still attending high school visits. Wauben, Rugby and Cavalier are in the near future.
3. Update on Muisic Cards	Gene Klinke	We purchased 1000 music cards to be used as a promotional item, to be given out when a prospect card is completed. The cards are able to be tracked and bring all prospects to our website before allowing them to download their one free song. New rules were just announced at the Mpls college fair that prevented them from being given out. The cards will be used for many other promotional events. At this point approximately 50 of them have been given out.
4. Committee members present Best Practices from similar colleges.	All members	Justin: recommended county fairs and Wiliston State College. <ul style="list-style-type: none"> Idea to use recent alumni to recruit or man fair booths. Use people of all ages. Nicki: Coupons for application waivers. Promote by phone, e-mail etc. Gene: Campus tour day to meet with instructors...give personal touch. <ul style="list-style-type: none"> College catalogs, small, newspaper print, bound. Idea for paid recruiters in the Minneapolis area. Similar colleges are doing this.

		<p>The metro area has an abundance of students on waiting lists for colleges. Some of the programs that are full in the metro area are Health programs and criminal justice.</p> <ul style="list-style-type: none"> • Our same info is reaching the same students in this area. We need to stand out. • The fair booths attended this year were Pennington, Roseau and Mahnommen. Roseau has a good turnout and volunteers to man the booths. Mahnommen is not well attended. Pennington is getting very expensive with limited visiting the booths. • We are currently doing the same things as many similar colleges. • The Mpls college fair had all MnScu institutions in one area with a cost sheet of each college. We have one of the highest tuitions, and no longer offer some of the unique programs. We need to stand out by offering personal, friendly attention. • Billboards by Brainerd, St. Cloud <p>Pat: Provide a personal touch from instructors to make us stand out.</p> <ul style="list-style-type: none"> • Need a catchy jingle like MSCTC, etc. (We currently have a jingle "We're Building Futures together". Many in the group were unaware we had a jingle. Mark will start using it in marketing ads. <p>Tony: Encourage and reward early enrollment</p> <p>Mary: Visit Bob Johnson Consulting www.bobjohnsonconsulting.com/linkoftheweek.html.</p> <p>Proven marketing techniques and best practices.</p> <p>Stacey: Walden University Student videos are used to verify the brand identity claimed on the front page. http://realpeople.waldenu.edu/</p> <ul style="list-style-type: none"> • Capella University Put 3 great student stories right on the top of your front page... and follow them inside with 13 more. www.capella.edu • North Dakota State University Great example of website interactivity as 30 students say "Ask Me" about NDSU. Pick your favorite by major or home town. www.ndsu.nodak.edu/askme/
5. Expanding marketing area	Mark Johnson	<p>\$10,000 was provided from the TRF Academic Dean's budget to promote the TRF nursing program in Winnipeg. Mark is running approximately 3 commercials per week for one month in the Free Press and their website. Winnipeg currently has large waiting lists for nursing programs. Mary noted that International students require more paper work to be completed and Canadian students do not receive financial aid. This is a great opportunity to recruit additional students for the program (EGF is full).</p> <ul style="list-style-type: none"> • We need to find ways to expand our marketing area. Mark noted the current marketing budget doesn't allow for enough to market in higher cost areas. For

		example ads, billboards, etc in Minneapolis are considerably higher than our local area. Do we need to market to our local area...most already know who we are where we are located.
6. Right Sizing	Mark Johnson	We need to know from administration if the reduction of academic programs is the vision for a smaller campus, particularly the TRF campus. Are we looking to add programs and students or remain a smaller campus. Action Item: The three chairs will meet with President Temte and ask her to join the November 14 th meeting.
7. Marketing Committee	Mary Fontes/Mark Johnson	Do we need a marketing committee in addition to this task Group? Action Item: Mark will bring forward to the next PAC meeting a recommendation to combine the Marketing Committee and this task group.
8. Program Sustainability Task Group	Tony Sorum	Tony recommended Mark and others on the Program Sustainability group bring forward information and ideas to this Task Group.
9. Survey results		Due to lack of time the survey will be discussed at the next meeting
10. Meeting Dates		The next meeting will be November 14 th from 1:00 – 3:00 and every two weeks after. Mark your Calendars!! (locations will be sent out later)
11. Adjourn	Stacey Hron	Stacey adjourned the meeting at 3:00 p.m..