



Northland Community & Technical College Marketing Task Group Meeting Minutes

TRF Rm 662 and EGF Rm 106
November 15, 2007, 1:00 p.m.- 3:00 p.m.

Members Present: Julie Olson, Nicki Carlson, Mark Johnson, Gene Klinke, Stacey Hron, Mary Fontes, Bonnie Stewart, Chad Sperling, Wyndle Kinney, Justin Berry, Travis Ryder

Members Absent:

Topic	Responsible Party	Discussion/Outcome
<u>Marketing Committee</u>	Stacey	Update: Stacey reported that the PAC agreed to discontinue the old Marketing Committee and replace it with the Marketing Task Group. Individuals will be invited to join the new marketing task group.
<u>Web Committee</u>	Stacey	The task group suggested that the web committee be combined with the Marketing Task Group. A recommendation will be brought to the PAC on Thursday, November 29.
<u>Marketing in Winnipeg for Nursing Program</u>	Mark	Mark placed radio ads in Winnipeg that started October 15 and ran for 4 weeks. To date, the ads have generated 7 applications for the Nursing program. 7 students X \$4,000 (full time) is \$28,000 of tuition income generated. Phase two will include click links on the Winnipeg Free Press website and two print ads in the Winnipeg Free Press newspaper starting next week. Total cost of all advertising in Winnipeg is \$10,000. Great return on investment !! Gene suggested that we check out other Canadian colleges and see what else we could develop our niche in: Red River College, University of Manitoba, and the University of Winnipeg.
<u>Strategies for accepted (not registered) students prior to registration</u>	Mark	Mark had an idea for capturing potential students right away instead of letting there be the lag time between application time and actual registration (could be up to 5 months). Open registration is not possible, but we could keep the customer warm by setting up program blogs or

		a “social networking site.” This would make potential students feel like they are a part of NCTC prior to attending. Mark would like to look for a software program to set up a community. Bonnie Stewart reported that COI purchased Learn.com software that may work. Stacey will review the software.
<u>Career Expo</u>	Gene/Stacey	East Grand Forks had 180 students in attendance at their Career Expo on November 1. TRF has 329 students registered for their upcoming Career Expo which is scheduled for February 7. Numbers have doubled, it is important to provide interaction between the faculty and the students at these expos. Gene said EGF did a great job at their expo. Gene suggested that the Marketing Task Group provide “Show Biz” ideas for each program and present them to the faculty to help them come up with ideas. The taskforce needs to “re-educate” faculty on the reason for Career Expos. Stacey will develop a Faculty Flyer.
<u>Story book vs. Viewbook & the WOW factor</u>	Mark	Idea: Mark thought that we should consider taking a story book approach verses a view book approach when we develop our next view book for the College. Each year would have a theme that would be unified throughout all the marketing that we do for that year. For instance, “Where is Thief River Falls?” with a man on the street interviews. Highlight our safe communities, traffic, MN nice, high job placement rate for graduates, rivers, and walking paths – enjoy the great outdoors. We would create stories that make Northland and its programs unique. The goal would be to create a WOW factor. The story book is created by videos of individuals through the stories that they tell. .
<u>Facebook</u>		We would like to have every program create a profile in Facebook. The IT department will work on an informational and training packet.
<u>Web Prospects</u>	Gene	Since the new tracking process was installed on August 29, 2007, there have been 425 web prospects (EGF-254, TRF-171). 116 prospects checked “yes, contact us” and 119 checked “no, don’t contact us”. It was determined to remove the question and make contacts to all prospects.
<u>Survey Ideas</u>	Stacey	We need to find a way to prioritize all ideas received from the survey.
<u>Next Meeting</u>		The next meeting will be December 12, 2007. November 28 th meeting canceled due to college events taking place.