



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

December 12, 2007 1:00 – 3:00 p.m.

TRF Campus, Room 662

EGF Campus, Room 106

## **MINUTES**

### **Members Present:**

<input checked="" type="checkbox"/> Stacey Hron	<input type="checkbox"/> Mark Johnson	<input type="checkbox"/> Eugene Klink	<input checked="" type="checkbox"/> Kirsten Melby	<input type="checkbox"/> Pam Schorsch
<input type="checkbox"/> Pat Balstad	<input type="checkbox"/> Justin Berry	<input type="checkbox"/> Betsy Jensen	<input checked="" type="checkbox"/> Tony Sorum	<input type="checkbox"/> Terry Wiseth
<input checked="" type="checkbox"/> Kit Brenan	<input type="checkbox"/> Nicole Brenny	<input type="checkbox"/> Nicki Carlson	<input type="checkbox"/> Terrence Wilcox	
<input type="checkbox"/> Karleen Delorme	<input checked="" type="checkbox"/> Mary Fontes	<input type="checkbox"/> Lisa Handley	<input checked="" type="checkbox"/> Julie Olson	
<input type="checkbox"/> Jeff Thomas	<input checked="" type="checkbox"/> Wyndle Kinney	<input type="checkbox"/> Rita Lealos	<input checked="" type="checkbox"/> Chad Sperling	

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey Hron	Stacey called the meeting to order.
1. Update on December 6th priority meeting	Stacey	<ul style="list-style-type: none"> <li>o MERC: Marketing, Enrollment, Recruitment, Committee</li> <li>o Continuous Improvement Tools with Jeremy Schwartz from Alexandria Technical College</li> <li>o Members Present: Stacey Hron, Mark Johnson, Julie Fenning, Mary Fontes, Julie Olson, Pam Schorcsch, Wyndle Kinney, Pat Balstad, Kirsten Melby</li> </ul> <p>GOAL: Rate suggestions for impact on Increasing Enrollment.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Assess/Evaluate/Eliminate possible solutions.</li> <li>• Prioritize Accepted Solutions</li> <li>• Create Timelines and implementation strategies</li> </ul> <p>All items were prioritized:</p> <p>1 = Strong Impact on increasing enrollment</p> <p>2 = Medium Impact</p> <p>3 = Minimal Impact</p> <p>4 = Eliminate (doesn't mean it's not a good idea)</p>

		<ul style="list-style-type: none"> <li>• Started with 210 items</li> <li>• Currently have 48 with Strong Impact</li> <li>• Many items will be sent to the retention committee</li> </ul> <p>The list will be e-mailed to the group to continue refining and grouping.</p>
2. Update on December 12, webinar	Stacey	<ul style="list-style-type: none"> <li>o "Strategies to Personalize your Online Recruitment Efforts"</li> <li>o Materials posted in Virtual Office</li> </ul> <p>Members present: Chad Sperling, Karleen Delorme, Wyndle Kinney, Pam Schorch, Mary Fontes, Stacey Hron, Julie Olson</p>
3. Advertising update – Employee Update 12 05 07 Mark	Stacey on Mark's Behalf	<ul style="list-style-type: none"> <li><input type="checkbox"/> Recruiting Video Completed – Being used at college fairs, etc. (Example “NCTC Welcome”) All ads and files are posted on the N drive, college share, 12 05 07 Employee Meeting Folder</li> </ul> <p>Radio Ads</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> All ads have a “call to action” – All say to “register now online, Classes start January 14, Make more of the winter months – take a class”</li> <li><input type="checkbox"/> Radio ads running now with new jingle (Examples “nctcjan14th”)</li> <li><input type="checkbox"/> If faculty will submit their “top five” to Mark, we’ll do a program-specific radio ad</li> <li><input type="checkbox"/> Running now: Health Careers, Cosmetology, General “Take a Class”</li> <li><input type="checkbox"/> Stations: Wild 102 Roseau, XL93, Cat Country, KJ108, KXPO-Grafton</li> </ul> <p>TV Ads</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> TV ads running now: 2 General, Nursing Testimonial (Examples “Nursing TV,” “Fall 2007 General I”)</li> <li><input type="checkbox"/> Heavy Rotation: CW Network, Midcontinent Cable, Adding Sjoberg’s</li> <li><input type="checkbox"/> Monday Night Football sponsor (2 spots per game), Rotation on MTV, E!, TLC</li> </ul> <p>Print Ads</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Three full-page ads in GF Herald – Featuring a list of open classes (mostly Liberal Arts, mostly East Grand Forks) (Example “1209.Northland”)</li> <li><input type="checkbox"/> Another GF Herald ad coming soon – To feature TRF Liberal Arts &amp; Technical</li> <li><input type="checkbox"/> Full-page ads in Northern Watch – (All TRF Classes – Liberal Arts in the First, Technical this Friday) (Example “Spring Semester TRF”)</li> <li><input type="checkbox"/> Full-page ads in McIntosh, Oklee, Clearbrook/Gonvick, Grygla papers next week – TRF Technical &amp; Liberal Arts</li> </ul> <p>Outside Area Media</p> <p>Winnipeg Nursing trial</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Radio ads complete – Good response, several applications from Winnipeg nursing students (Example)</li> <li><input type="checkbox"/> Ran two banner ads in Sunday Free Press (Example “Nov25-07 Tearsheet” Scroll to Bottom)</li> <li><input type="checkbox"/> Now running 50,000 web impressions on Winnipeg Free Press web page – Banner ads link to NCTC website</li> <li><input type="checkbox"/> Contacted by CBC Radio Reporter doing a story on our recruiting efforts!</li> <li><input type="checkbox"/> Winnipeg looks like a new target market for unique programs</li> </ul> <p>Hmong Today – Twin Cities-based magazine</p>

		<input type="checkbox"/> Running ads for Nursing (Example "V4ED-Northland") <input type="checkbox"/> Autobody -- MNSCU minority relations advised that young Hmong males are particularly interested in autobody after seeing shows like "Pimp My Ride" and "The Fast and the Furious." Marketing needs faculty/staff input – You tell us what you'd like to say, We'll say it!!!
4. Facebook update	Chad	This process needs to be fine tuned. There are still a lot of unanswered questions. Hand outs have been created for various technology terms and FAQ's. When we are ready to proceed we need to send an e-mail asking for a pilot project.
5. Admissions update:	Stacey on Gene's behalf	Tara Harstad is entering applications in Carol Dahl's absence Susie Harrie and Marueen Oconnel are entering applications until the Admissions clerk position is filled on EGF campus
6. Web committee	Stacey	The President has approved our recommendation to discontinue the web committee. Members from the web committee were given the choice of joining the Marketing Task Group or the Technology Committee. Welcome new members!!
7. Marketing Suggestions	Kit	<p>1. The photo wall that is moved around at EGF campus has many older pictures of programs that are dated. It is also underutilized.  I suggest that we begin putting some "campus life" pictures on this wall that are updated on a regular basis throughout the semester and make it a focal point for students and visitors to see "what's up" around campus. Such as the Pie a Prof event. I am thinking there must be an area that can be designated on the TR campus, as well.  Place it in a well traveled area so that new/potential students and campus visitors can easily view. In today's digital world, one no longer has to wait for pics to be developed or spend lots of money to print photos, so we should be using the "immediacy" of technology to keep it fresh.  <b>Action Item: Can utilize wall by new Cyber area in front of 315 and Cafeteria in TRF. Who can make this happen or start taking pictures?</b></p> <p>2. Instead of having just current students testimony as to how wonderful NCTC is, seeing as how every other college does the same thing.....  How about having some of our graduates, with their current job titles and companies that have hired our graduates give a testimony to the quality of the education our students receive?  <b>Action Item: MARK</b></p> <p>3. Have clubs provide the minutes of their meetings to the PR department, so they can do timely press releases for fun events, such as Pie a Prof.  <b>Action Item: Julie will contact the Advisors. Mary will add Julie as a CC to the Student Life Form.</b></p> <p>4. We have had several surveys taken by our students in recent years, and we need to have that statistical information for effective marketing. It will help us define precisely who our TM is, so we can customize our message and schedule advertising to better reach our market segment with the least amount of wasted ad budget.</p>

		<p><b>Action Item: Mary will provide copies of the Enrollment Surveys.</b></p> <p>5. Utilize a variety of classes as focus groups to pre-test advertising strategies and media purchases. Current students can help us decide what message to send and where to place it where it will be viewed by the maximum market segment. Work with faculty to offer a time period where the media can be shown and commented on to get better participation.....</p> <p>Because it will benefit enrollment, I doubt too many faculty will balk at offering a class period to this project, if approached correctly with how it benefits them.</p> <p>I volunteer the Advertising and Marketing classes, as this fits with our curriculum, but we need other program input, as well to get a nice cross reference.</p> <p><b>Action Item: Mark, can use the Marketing Class to pretest upcoming advertising.</b></p> <p><b>Great suggestions. We will add these to the prioritized list.</b></p>
8.		
9.		
10. Next Meeting Date		December 26, 2007 meeting Cancelled. Next Meeting January 9, 2008. Draft meeting schedule has been posted in Virtual Office
11. Adjourn	Stacey Hron	Stacey adjourned the meeting.