



Northland Community & Technical College

Marketing, Enrollment & Recruitment Taskforce Meeting

1/23/08 1:00 – 3:00 p.m.
TRF Campus, Room 662
EGF Campus, Room 106

MINUTES

Members Present:

<input checked="" type="checkbox"/> Stacey Hron	<input checked="" type="checkbox"/> Mark Johnson	<input checked="" type="checkbox"/> Eugene Klink	<input checked="" type="checkbox"/> Kirsten Melby	<input checked="" type="checkbox"/> Pam Schorsch
<input type="checkbox"/> Pat Balstad	<input checked="" 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 checked="" 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 checked="" type="checkbox"/> Jeff Thomas	<input checked="" type="checkbox"/> Wyndle Kinney	<input checked="" 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. Viewbook/catalog/hand book - planner	Mark	<p>-- Viewbook/Catalog/Planner Considerations --</p> <p>Viewbook \$.64 each (\$12,877 every two years – 20,000 copies) Sent to every prospect. The most important printed piece we do. We should maximize its impact by bringing in a professional photographer and designer to do something that will stand out. 3420 viewbooks remaining total.</p> <p>Viewbook Options:</p> <p>A. Include a sleeve with a video DVD (college overview, program-specific videos, PDF catalog, policies)</p> <p>B. Create glossy, full-color, one-page program-specific information sheets (with information from the program's catalog pages) inserted. Prospects could be sent these sheets rather than the complete catalog.</p>

		<p>Catalog \$1.45 each (\$20,240 every two years – 14,000 copies) Students generally use only the pages dedicated to the programs of interest to them. High school councilors, other agencies, and some students still want printed copies. We have determined that we can get by with fewer copies, supplemented by PDFs online and on CD-ROM (we will need to factor in full-color printing on CD mailers). 2600 Catalogs total remaining.</p> <p>Catalog Options:</p> <p>A. Cut costs by using glossy cover and lesser-quality paper inside. (We should add photos to the inside of the catalog regardless of the option we choose.) B. Reduce the number of copies, but increase impact (and cost) by making a magazine-style catalog with glossy pages, lots of photos, and color. Include feature stories about program history/community profiles/student success stories/faculty bios, etc.</p> <p>Handbook/Planner \$4.55 each (\$18,215 every year – 4,000 copies) Too many have been ordered in the past. There are 576 leftover 2006-2007 planners in storage (a waste of \$2,620.80). There are 1600 leftover 2007-2008 planners (\$7,280). (Total of \$9,900 in unused planners)</p> <p>Handbook Options:</p> <p>A. Transfer expense to another budget (not really a marketing item -- for enrolled students) B. Leave content as-is. Reduce order by half. Leave in marketing budget. C. Make planner available in the bookstore at student expense. D. Discontinue planner. Include policies in catalog or online.</p> <p>Mark will get further cost information and bring back to group. Mark will also bring to Student Senate Mary will check with MNScu to see if policy's are required to be given to students in print. Catalogs are not mailed to prospective students unless requested. Viewbooks are usually mailed. Catalogs are most requested by high school counslors, etc. Small amount given out during recruiting. Mark will bring this info to the Deans meeting on Thursday. Ideas for View book: Create as a story book, could include sleeve with cd/dvd, policy's could be included on cd. Glossy sheets with program specific sheets to include customized program info.</p>
2. Update on Video/audio	Mark	Marketing Video/Audio Collected From 18 Programs

collection		<p> Administrative Assistant Architecture Art Aviation Band/Choir Cardiovascular Tech Computer Networking Construction Electricity Cosmetology Criminal Justice Early Childhood Education Massage Therapy Nursing Occupational Therapy Paramedicine Robotics Technology Surgical Technology Welding </p> <p> Copy Points (Top Five Things We Should Know About Your Program) Submitted by: Administrative Support/ Assistant Automotive Service Cardiovascular Invasive Carpentry Cosmetology Electronics/Robotics Technology HVAC Liberal Arts Marketing, Sales & Management Massage Therapy Music Occupational Therapy Assistant Paramedicine Pharmacy Technology Radiologic Technology Respiratory Therapy Student Services Surgical Technology Welding </p>
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		These audio files are frequently played on KSRS
3. Follow up on spotlighted program - spring semester starts	Mark	Program specific ads that ran...did it effect enrollment. Waiting for info from Dennis B.
4. Update on prospects via the web	Gene	Since end of August, we have had 692 prospects via the web (425 for EGF, 277 for TRF) Message is forwarded to instructor. Added link of how did you hear about us and do you have a friend have been very successful. Gene can respond to the student immediately. Gene will bring back info that tally's how they heard about us.
5. GI Jobs/Military spouse magazines. Veterans Affairs and GI Bill	Mark	GI Jobs and Military spouse magazine. Ad in these publications targeting for online education. Mark will contact local va rep Laura Farris. Appoximaltley 80 students in EGF using GI funds.
6. Student Paths	Mark	Publication that goes out across the country. Distributed three times a year. Includes study tips, lesson plans, etc. Card of interest is sent back to Student Path. They notify us of prospective students. 1/2 page ad is approximately 15,000. Distributed to approximately 225 high schools. We used to purchase this. Gene said we received prospects but we had to manually enter them into ISRS. Actual return on our dollar wasn't worth it. Was good for particular programs rather than generic advertising.
7. Photo Wall	Stacey	Suggested Locations. Hallway by LC in EGF, Job opening spot in cafeteria/commons. Stacey and Julie will print some photos and use the portable display systems.
8. Priority Matrix	Stacey	Tabled
9. Demographics	Kit	Kit provided an age demographics report in Virtual Office. Two retention specialists have been hired We need suggestions to hit some of those target markets. Mary suggested we put together some focus groups. Kit will write up a few questions for the interviews, she will also bring to her marketing class.
10. Next Meeting Date		February 6 EGF room 106, TRF room 662
11. Adjourn	Stacey Hron	Stacey adjourned the meeting at 3:00 p.m..