



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

February 20, 2008 1:00 – 3:00 p.m.

TRF Campus, Room 662

EGF Campus, Room 306B

MINUTES

Members Present:

<input checked="" type="checkbox"/> Stacey Hron	<input checked="" type="checkbox"/> Mark Johnson	<input type="checkbox"/> Eugene Klink	<input type="checkbox"/> Kirsten Melby	<input type="checkbox"/> Pam Schorsch
<input type="checkbox"/> Pat Balstad	<input checked="" type="checkbox"/> Justin Berry	<input type="checkbox"/> Betsy Jensen	<input 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 checked="" type="checkbox"/> Trevor Ronholm
<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 Kamedula
<input type="checkbox"/>	<input checked="" type="checkbox"/> Wyndle Kinney	<input checked="" type="checkbox"/> Rita Lealos	<input checked="" type="checkbox"/> Chad Sperling	<input checked="" type="checkbox"/> Kyle Wilson

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey Hron	Stacey called the meeting to order.
1. River Cities Speedway	Mark Johnson	<p>Booklet handed out at the Grand Forks races. Costs us \$2000.00 per year for ad and sign with logo. 1/2 page ad included all programs. Trevor (as a race fan), said it's extremely effective. If it recruits 1 student that makes us \$4,000, which would double our investment. Markets to older than average students.</p> <p>Target market programs - instead of all programs listed. Market trades - or list all programs. Current ad lists 37 programs.</p> <p>What is the cost to sponsor a car? Top drivers may cost more, middle grade car may be affordable. Are there state regulations for sponsorships? Think outside the box!</p>
2. MN Twins Yearbook	Mark Johnson	<p>MN Twins Team year book sold at metro dome. Collectors item that people usually keep. Open now for the first time to colleges. The ad rate is 1/2 page \$6,000, plus they will give the college 20 lower level infield tickets with the ad.</p> <p>Target market programs, possibly criminal justice, nursing, etc. One time cost for the year.</p>

		<p>Consenses from the group is to purchase the ad. Market to programs that are full in the Twin Cities.</p> <p>ACTION: Mark will find out the deadline, does it fill up, will we have this opportunity again?</p> <p>ACTION: Justin will e-mail mark a student name to contact for student testimonials regarding Winnipeg.</p>
3. Additional Budget 2008	Mark Johnson	President Temte approved an increase of \$10,000 to this years marketing budget.
4. Budget Requests 08-09	Mark Johnson	<p>Bonnie Stewart and Mark spoke with Anne - approved a budget increase of \$10,000 this year.</p> <p>Next year is a request for an additional \$50,000 to add to the \$150,000 budget.</p> <p>Budget Request: Submitted for internal web specialist: things that need to be created for faculty and students ex. Wiki, forms online, surveys online,</p> <p>The opinion was stated it was in the college's best interest to hire an "internal" web position/person which would free up Chad to work more on the "external" marketing</p>
5. Recruiting Travel (pre Anne Temte)	Mark Johnson	Gene is gone, table
6. Handbook/Planner Samples	Mark Johnson	<p>Company-Premier Planners-was last years supplier - NCTC has a credit of \$1,500 - 1,800 credit=would like to use them this year as well to use up the credit.</p> <p>Looking to cut costs: Recommend page count reduction from the 5x8 size last year 5x8 size would reduce the price 184 pages 3.21 per copy Last years copy was 4.50 per copy Lowest price was a 7x9 layout 136 pages 3.05 price</p> <p>Question of are they useful? Do we need to purchase them? This year NCTC will continue to have the handbook NCTC will survey students possibly next year to re-evaluate process/availability Some students use, some don't want to; make sure if we do have it is the best and mose cost effective.</p> <p>First year students it is beneficial (comment from student) Standard notebook size works best in the book pile in your backpack etc The bigger the better- notebook size and thin.</p> <p>Question: If we just use the exhistng \$1,500 credit and order 500 is that enough? Printed 4000 in the past-Employees also get the book Price increments:</p>

ACTION ITEM: Mark get a new price quote for bigger the steps of increments:
Find out increments to determine if less ordered is more expensive than purchasing a large volume: Mark will get quote on half as much

Deadline for order:
Consensus on calendar inside: 12 monthly or 100 4-weekly calendars or 52 weekly 24 monthly
How important is it to students to have a daily calendar vs monthly?
Idea to eliminate monthly calendar if the daily calendar is already in the book

RECOMMENDATION: eliminate the monthly if possible
ACTION: Mark will check on options
Leave it up to Mark to reduce pages; but to allow enough space to write daily.
Students recommend to make the larger notebook size.

TIME LINE: Mid August is usually when books are in
Get additional note from Mark on the Pricing:
3.16 per book for 3000 books
How much for 2,000 books?

Some students would like to download catalog off the web- can it be interactive
Kyle Wilson - look in on website under Academics and Publications- all are out there and the catalog is in a pdf file.

RECOMMENDATION: Have the catalog interactive online
ACTION: Mark will check with company if they can provide that as well
Chad: there is a lot of data in the database that could pull information from and put in a user-friendly format.

Comment made: Students get the black and white catalog and may not read on it again -
Benefit of magazine style: would like to pick it up when it has pictures as it sells the college, vs just a reference guide.

Chad would like to mark up the old copy and make the new one more interesting.
Question: Would the VIEW Book go away if we went with the catalog?
No: The View Book would need to go to each student at 60 cents a piece vs the catalog of 1.50 for the catalog plus postage.

How many view books are sent out? All prospects get the View Book
-Printed sheet on program request (letter on letter head) and the view book
Would like to see the program sheets jazzed up glossy, full color of the programs and a

		<p>folder - they would get program sheets in a folder and general college information Example: Metropolitan in EGF-Tri-fold</p> <p>Packets going out currently in EGF: \$3-4 per mailing to students Letters go out separate from the packets</p> <p>Appropriate ACTION: Meet with Kent The catalog needs to have the information, Sales Pitch, and have more flare</p> <p>Can a company create a CD to purchase of the catalog? ACTION: Mark will check</p> <p>Question on postage: CD mailing- does it need a special note for postage since it is hard - additional .17 a piece if it can't go through postage machine QUESTION: past mailing with CDs where in a bubble envelope Could the CD be mailed in the similar NetFlix mailer Slip the CD in the View Book option Cardboard mailer for only the CD - (Mark)</p> <p>Mark submitted \$50,000 additional marketing budget request Large pool is \$200,000 to be split up. Marketing budget \$150,000 a year - build off marketing expenses in EGF and TRF</p> <p>Need to look other places to bring students in from Radio commercials cost varies from location to location</p>
7. Welcome/ introduction of new students	Stacey/Mark	<p>Jeff Kamedula- 3 year student Kyle Wilson - 2 year student Trevor Ronholm- interested in the marketing meeting Thanks for volunteering New student members should visit the Web site to review previous meeting minutes. ACTION: Send link to students the direct link through virtual office within meeting minutes Email. (Jennifer)</p>
8. Magazine style catalog	Mark	<p>Received a quote and it was far out of the price range for 14,000 copies would double from \$20,000 to \$40,000 Bonnie Stewart provided examples forwarded to Mark: Coghlan Group: College examples brought forward by Mark St. Paul, Pine Technical College, more...</p> <p>Take a step forward to create the color magazine style vs black and white copies pictures on most pages-news print May reduce cost to use news print on the inside vs full magazine paper</p>

		<p>Mark requested budget for the catalog style for next year</p> <p>Catalogs would go out to counselors and students who actually request it specifically. Catalogs will need to go out in an envelope as you cannot mail the actual magazine.</p> <p>Students liked the idea of the new catalog look. Thought to keep in mind: Catalog will be time sensitive for a 2-year period- will want to run the idea past the Provost as the piece that goes out to the higher ed reps. If it saves money and if provost is okay with it, that would be great</p> <p>ACTION: Mark will run ideas past Kent Hanson Catalog came close to having sufficient copies Handbook Planner had left over- \$7,000 worth? slight over run on catalog 2,600 remaining from last 2-year run of the 14,000</p>
9. Focus groups Marketing class	Kit Brennan	<p>The Marketing Class is going to: Get an idea of what print/media are students looking at and listening to. Utilizing D2L - have students take a marketing survey in the commons Have the student work as administrators through the survey Students could put email info to enter into the contest for a gift from the bookstore</p> <p>Questions are developed How do we get it into D2L for students to take only once Can this be made a survey software vs D2L- won't be able to limit access 17 questions ACTION: Kit will Email Questions to Marketing Task group-Deadline date would like to limit to 15 questions Deadline: NEXT Wednesday timeline (1 week--February 27th)</p> <p>College hired a consultant from Bemidji- KSRQ consult - findings will be done through a class at Bemidji State Surveys have been entered online up to this year-date Chad's hard drive crashed - will have to wait to recover files</p>
10. Student Life Photo	Julie Olson	<p>Student life photos: Positive feedback Julie passed around photos in EGF of the pictures taken. Question is: Where to hang photos? Will it be a collage that gets changed and updated? Should there be a wall dedicated to the photos (opinion expressed: don't see photos working well in a booth with velcro on the back)</p> <p>These Marketing pictures are available under the Marketing on the TRF/EGF network drive. What to name the Student Life wall/board? Where to locate?</p>

		<p>Locate the pictures to show off-display in a well-traveled area and may be featured on campus tours.</p> <p>Is there an open wall near the new Cyber area in EGF?</p> <p>ACTION: Stacey and Julie will look at different display areas. ACTION: Stacey will bring to TRF and EGF facility committees.</p>
11. Web Update	Mark Johnson	<p>WEB UPDATE: - Mark Johnson</p> <p>Meet to get content Mark is still working on it Need Dean, Kate, Rocky, Donna: Welcome Bookstore My NCTC-_____ Split by campuses (Refine) New Students (prior to registration)</p> <p>Home Page is not effective (student comment-Trevor) The Trend: The site is re-designed every 2 years</p> <p>RECOMMENDATION: Mary brought to Cabinet - external focus of the web is priority - Focus on Marketing How are we connecting with students?</p> <p>Susie Harrie - possibly help with surveys.</p> <p>Marketing position 5/13 created with Web experience</p> <p>OTHER Advertising Ideas: Grand Forks Herald NCTC Water Bottles Coupons on receipts for videos at Hugos Mark will contact Riter.</p>
12. Other Advertising Ideas		<p>OTHER Advertising Ideas: Grand Forks Herald NCTC Water Bottles Coupons on receipts for videos at Hugos Mark will contact Riter.</p>
13. Increasing Enrollment		Table

Project		
14. Next Meeting Date		March 5 th , 2008 EGF: 106 TRF: 662
15. Adjourn	Stacey Hron	Stacey adjourned the meeting at 3:00 p.m..