



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

March 05, 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 checked="" type="checkbox"/> Eugene Klinke	<input type="checkbox"/> Kirsten Melby	<input checked="" type="checkbox"/> Pam Schorsch
<input type="checkbox"/> Pat Balstad	<input type="checkbox"/> Justin Berry	<input checked="" type="checkbox"/> Betsy Jensen	<input type="checkbox"/> Tony Sorum	<input type="checkbox"/> Terry Wiseth
<input type="checkbox"/> Kit Brenan	<input checked="" type="checkbox"/> Nicole Brenny	<input checked="" type="checkbox"/> Nicki Carlson	<input type="checkbox"/> Terrence Wilcox	<input checked="" type="checkbox"/> Trevor Ronholm
<input checked="" 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 Kamedula
<input checked="" type="checkbox"/> Nicole Hagen	<input type="checkbox"/> Wyndle Kinney	<input checked="" type="checkbox"/> Rita Lealos	<input checked="" type="checkbox"/> Chad Sperling	<input type="checkbox"/> Kyle Wilson

Guests: Kent Hanson

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey Hron	Stacey called the meeting to order.
1. Welcome Nicole Hagen	Mark Johnson	Nicole is the new academic advisor at the Roseau Satellite site. She will have a few marketing responsibilities at the Roseau office and decided to be part of the group to represent the site. She has a marketing/public relations background and has worked for the College of Saint Benedict, Saint John's University and Aquinas College.
2. Planner Update	Mark Johnson	<p>If we go with 3000 7x9" planners with a single color cover, the total with shipping will be \$10,680 ... saving \$1.29 per planner and \$7535 off last year's order. Remember, last year we ordered 1000 more. There were 576 leftovers from 2006-2007 and at last count (end of January) 1600 leftover 2007-2008.</p> <p>Are we feeling safe with 3000, or should we bump it up to 3500?</p> <p>Group would rather order 3000 – could possibly give free to first year, available for purchase to 2nd year.</p> <p>Recommendation: order 3000 and move down slowly</p> <p>Possibly implement activities with the handbook.</p> <p>We want to shoot for as little waste as possible. Where is total enrollment this year, versus last?</p> <p>Company Update: Fewer page \$9,990 savings of \$8225 (ordering 1000 less as well)</p>

		<p>Individual \$3.03 last year \$4.55</p> <p>Events to list in the planner:</p> <p>Check with the policy on policies in the policies handbook ☺</p> <p>April 1st deadline for faculty to update the photo copies of the handbook.</p>
3. Publication Presentation	Mark Johnson	<p>Joe Horvath from the Coughlin Group doing a presentation on publications. His company has created some very nice looking publications for St. Paul College, Riverland, Normandale, Ridgewater, and Pine Tech.</p> <p>His group does layout, writing, and photography. They do not actually print the piece, but they help find competitive -priced printers.</p> <p>I've shared with him some of our ideas and plans for the catalog & planner (full-color glossy "one sheets" for each program, design and photos in the catalog, etc).</p> <p>He would like to have as many decision makers as possible attend this meeting and present your ideas for the catalog, viewbook, and future magazines that we may want to investigate.</p> <p>Joe:</p> <p>Brand Publishing: Technique used. NCTC has HIGH Brand awareness (Signs around town, billboard, radio)</p> <p>Common problem with Technical college is brand attitude—thought of as a votech, Answer to brand attitude is Brand publishing</p> <p>Goals: Increased overall enrollment</p> <p>Increased enrollment in specific programs</p> <p>Increased alumni giving and involvement</p> <p>Increase involvement of area businesses</p> <p>Increased community understanding of the education value of your college</p> <p>Brand attitude vs brand awareness</p> <p>NCTC has high awareness – need to change attitude of customer- how do we do this?</p> <p>Tell a story about the college</p> <p>Marketing Media survey: What influences a students choice of college</p> <p>Culture is: People spend more time with a magazine</p> <p>Brand Publishing:</p> <p>Journalism Inform: Who what why where when</p> <p>Marketing Persuade: awareness interest desire action</p> <p>Brand equity + custom publishing = brand publishing</p> <p>Jim Brown at St. Paul college – reference who swears by the new publication</p> <p>Programs have doubled: Ex. Culinary program wasn't doing well – jumped up.</p> <p>Paid Advertising from area/regional business/industry etc. Advertising typically pays for the work on the publication (Not printing etc.)</p> <p>Major factors affecting brand publishing performance</p> <p>Content and design</p> <p>Audience research</p> <p>Timing and frequency (thanksgiving example)</p>

		<p>Coordination with overall communication plan</p> <p>Need to reach the right amount of people to make it happen. 2000 people not enough to reach the impact.</p> <p>3 publications would be the best – 2 would be okay – 1 will not be enough and will take a longer time to make the impact.</p> <p>Enrollment management:</p> <p>College Choice Process: Predisposition; search phase; choice; enrollment:</p> <p>Students and families start to develop mental pictures of characteristic of the institution: Big Deal This is where you get them.</p> <p>NOTE: Keep away from Journalism as you will lose your edge and will lose your publication.</p> <p>Brand Publishing's Effect on the Promotional Mix</p> <p>Photographers take pictures and give to the campus 2-300 pictures for unlimited use.</p> <p>Publication drive will also direct people to the websites.</p> <p>Brand Publishing is a proven tactic that sustains brand loyalty, builds relationships and streamlines marketing programs.</p> <p>Examples;</p> <p>Student message</p> <p>Custom training letter</p> <p>Foundation letter with envelope mailer</p> <p>QA:</p> <p>Cost: Hand outs attached</p> <p>Tabloid- cost is lower</p> <p>Pine technical – didn't have the money – 8 page plus cover</p> <p>Cover-table cont.-news and note-2pg article 4 success stories alumni-(Can be designed to put on web site/break down to specific flyers)</p> <p>½ price of 16 page-</p> <p>Pr</p> <p>16/24/42</p> <p>Allowed us to PDF his presentation to post on our web site.</p> <p>How does the process work to get editorial content: Interviews etc.</p> <p>Additional costs to photograph nationwide-</p> <p>May use local photographs</p> <p>Travel cost to do this</p> <p>Pat Kelly from Stillwater Photographer.</p> <p>Travel/lodging/ photography is digital</p> <p>Cost/ROI</p> <p>\$20,000 up front prior to printing:</p> <p>Timing:</p> <p>3months is a good timeline</p> <p>8 pager with cover in a couple months</p> <p>Can it be created in CD/formats other than PDF (yes)</p>
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4. Other Marketing/PR		<p>Since 2001 EGF Cambell Library Display case lighted and locked Open Tuesday April 1st Lindsay in the past had put up different areas of the campus of those who wanted to put something together. Aliza Olson was asked if she was available to work on the display. ACTION: Mark will send out an email to recruit help. Past items put in: Fire equipment/items/pictures to catch the eye. May have been a monitor with a video on it Chad's video for NCTC</p> <p>Chamber Express: Every other month -= 1500 reach cost only \$175 to include a flyer Pam's Idea</p> <p>Program Radio Spots/Web 10 additional programs put together 60 second radio testimonials are complete and running NCTC Radio Will run in Grand Forks this month Take the audio and match up with video from the programs shot. Will work with Chad to have them rotate with all the program tabs. Travis – Radio spots that they were a little text heavy Radio- jingle with people talking-maybe one person per spot vs 3 people. ACTION: Mark to email out audios/bring to group.</p> <p>Movie theatre advertisements: Have we done in the past? River Cinema in EGF is full of young 16-18 year olds. Fosston, EGF, Crookston theatres New Billboards going up:</p>

		Hwy 2 East of Grand Forks North GF on I29 South Can rent the two for the price of the one ACTION: Mark will connect with Premier Signs. September 1st is the last deadline.
5. Next Meeting Date		March 15, 2008
6. Adjourn	Stacey Hron	Stacey adjourned the meeting at 3:00 p.m..