



# Northland Community & Technical College

## Marketing, Enrollment & Recruitment Taskforce Meeting

April 2, 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 Klink	<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"/> <b>Nicole Hagen</b>	<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. Aviation Marketing Blitz	Mark Johnson	<p>James Retka headed up the meeting – used OBrians top 10 list (important for us to do to launch Through July 15th.</p> <p>Redesign of the website: Chad will redesign for next meeting</p> <p>Rework the CD/DVD for the program: Need more factual information (tuition, program length)</p> <p>Consensus to pull off announcer voice to replace with students</p> <p>Half the cost/world-class facility is the (according to who) slogan/banner</p> <p>Hold back on placing advertising until June (OBrian) –</p> <p>-Mark: doesn't agree as it will put us back when recruiting distant students.</p> <p>-Gene: Need to contact students Minot, Rapid City, Airforce bases, need to get to them sooner than later.</p> <p>-Kent: waiting until June would be a mistake</p> <p>-Mary: Financial Aid, student information needed, June is too late.</p> <p>-Nicki, problems with students unable to register as no classes are available to register.</p> <p>Aviation Students: run out of FA through summer.</p>

Facts coming out through Friday with the Aviation

Anne: Office of Chanc.- great support in Aviation, transfer of funds and personnel assistance in explanation. Friday will have information for courses for students.

Gene: IF we set a date of ex. MAY 1st students will look to that date vs CAN'T register now. Put on the Schedule: AVIATION Registration Date\_\_\_\_\_

Kent: that date would help a lot, reduce problems/faith in program not in jeopardy

Anne: Ideas on how to approach the issue of the curriculum.

AVIATION Students would need to contact an advisor/contact for specific aviation date open for registration. Tours/meet/FAO/

Karleen: Put first basic courses out there, capacity as 0 – so nobody could register but NOTE: registration date/time. Registration begins May\_\_ by contacting \_\_\_\_\_ for advising.

Gene: Q-Can we actively pursue aviation –

Action: Gene send copy of letter to all so the verbiage is consistent campus-wide.

Kent: When would funds be release: Anne: Spend what we need now, Karen thought it would be 3 weeks.

Advertise in GF H , INCLUDE LIST:

Team Consensus: Hit all markeing together, don't wait until June 1st (as recommended). Make all contacts now. Anne, and team.

Mark: Tag-line; Best facility in the nation ,half the cost.

Anne: Start cultivating \$1,000 scholarships /

Gene: Green aviation bags full of Aviation information for May 1st Need updated material

CD time frame: Mark- hopes to get done ASAP – clear all next week schedule to work on this.

UTube videos/CDs/ Facebook/Weekly newspaper updates

Updating flyers getting a publisher

Ideas on pushing marketing for aviation:

Nicki B: website where you type in what you want to go for- communicate through Zinch (Holly is working with Gene/Nicki) around \$5,000 for a certain amount of time.

Currently at anycollege.com-prospects go to Julie Olson and they go world wide, Name address, phone, ACT SATS, Eth. Age, 8,992 student worldwide – to contact world-wide: Sort by interest and Prioritize,

ACTION: Stacey will check into this with Holly.

Kent; Airbases have their own cable TV- cheap to advertise on them. Mark will check into. DO they have their own magazine?

GI Jobs/ Military spouse – may be a good time to run an ad with them.

VA contact may get us in contact with some of their contacts.

Flight Based Operations: refuel planes/ Duluth-Monoco?

Advertise in Sky Mall/advertise IN the planes?

Put ads in Movie theaters-Mark is working on by Friday of this week.

		<p>Working on a print piece that can go out with the CD: 2-sided new photos etc.  Rita: Insert flyer that had the fold lines for a paper airplanes with content on the pages—Easy to do with template in publisher.—Great idea – lets keep it on the table.</p>
2. Update on Survey		<p>Survey hasn't been created or gone out.  Jennifer Sundberg will create survey and send out to Kit and the Marketing TaskGroup.  Kit will work with her Marketing students to encourage students to complete the survey.</p> <p>4-\$25 prizes; 21 get connected t-shirts</p>
3. Update on Brand Identity	Mark Johnson	<p>Update on Brand Identity: - Need professionals in to assist. Pam  Mary: been a while since an Audit – what is the timeframe for a new Audit-recommend ___ per year to have a professional come and audit. It is time to start looking at a company. Several thousand dollars - \$30,000 + (Presidents budget)</p> <p>Mark has a copy of the report:  Action: Jennifer will PDF and put the report on the web.</p> <p>Alerus Home and Garden show: 5-6,000 people paid to get in. 50% of the people stopped to say hi—50% called us the TECH or AVTI</p> <p>Chad: We could say: WE are Marshal—we are Northland.</p> <p>Andrew Dahlen asks what do you want in 10 years---  He lists payments for them to what they need to afford these items  Scribble animation –what do you want out of life in 10 years—flash banner—here's what you make in Aviation.</p> <p>Example: John Obrian stick people – Ketterling College or U</p> <p>Proposed Meeting: around 1st of May or Summer – sit down with one of these concepts and focus on it.</p> <p>April 16th/0r/19th meeting: Lets talk about the concept of the ad for the year get ideas from the students/team: Competition of videos, slogan, campaign, and use for year.</p> <p>April 30th meeting: need to know what we are doing by then.  Month of May could work on the concept for development.  By April 30th meeting that we all agree with 1 concept for fall semester.- Month of May</p>

		<p>will create info.- Agency will create TV, Radio, Print ads. June-August place the ads.</p> <p>Ideas brought forth.</p> <p>Sketch animation – how much cost</p> <p>Not your dads college- walking down hallway of modern college What it is today</p> <p>Northland – It's Your beginning (tester series) Chad's demo</p> <p>We ARE Marshal—We are Northland</p> <p>Kentucky technical college – country song—Example of a theme</p> <p>Emailed out 4 concepts – ask for additional ideas—April 16th vote: April 30th ad agency with 1 concept.</p> <p>Do we have ad agencies; Flint-Grand Forks/Fargo; Get contact from Stacey. H2M Action; Jennifer Contact Adney/H2m Stacey will get info to Jennifer</p>
4. Next Meeting Date		April 16th. Need to RESCHEDULE TO April 19th. 1-3 pm
5. Adjourn	Stacey Hron	Stacey adjourned the meeting at 3:00 p.m..