

MERC Minutes

November 13, 2008

EGF room 106

TRF room 545

Attended:

Mary, Rita, Karleen, Chad, Kirsten, Stacey, Julie, Mark, Dan, Jennifer, Nicole

Agenda Items:

- Action Items from Last Meeting
 - **Student activities prospect list – Tara Harstad**
 - Prospects:
 - Recruiters bring back the cards – Tara enters into prospect batch Info put in is demographics – major interested in – activity – Choir is put in activity code
 - A report is run that adds them in to ISRS
 - Run communications report to print letters
 - Letters go out in sequence; athletic, major , visit letter,
 - No letter is generated for activities
 - Activity codes are used to run lists
 - EGF is interested in generating interest lists for Choir & Student Senate
 - Current report process is interests is not separated per Campus
 - What would need to be done is a code for Choir and Student Senate for individual campuses to pull from report
 - We currently capture the interest
 - Dennis B. always put in prospect codes –
 - ACTION: Ask if Rocky or Dennis enter Prospect Codes
 - ACTION: Rita talk to Vanessa to see if Vanessa is interested in having a prospect list and generate letters to Choir and Student Senate
 - **Summary of Home page hits – Chad**
 - Returning Visitor/new visitor
 - 185-10% were new users
 - Are you able to breakdown as Who uses D2L/NC home page
 - Could break down returning visitors
 - Bounce Rate - % of people who visit and leave 50% of new visitors
 - In Process of creating the NEW URL for program pages – all program directors were asked what they would like theirs to be- heard back from 15-20 of the 60+
 - Is there a way to track Home page to the Featured program
 - ACTION Chad will check into this

- **Billboards – Mark Johnson**
 - Administration would prefer to go with what we've gone with in the past. Generic pictures not related to particular program.
 - Need to get something started in TRF on the Billboard
 - Haven't reserved Billboard in EGF
 - Look at photos which would be the best
 - What is the purpose, what do we want, why are we doing it, We need to ask ourselves these questions and come up with answers
 - What are we trying to accomplish – then generate the visual
 - Visual Pop song, 3-2 seconds
 - What is the message at the end of the day – we should all have the same message – Once Core message because we are Northland
 - Campaign and secondary message off that
 - What does our audience value
 - Student success/Better quality faculty and staff/ Facilities; Increased Enrollment
 - DBB – Seattle call for brainstorm for ½ hour what would it cost for a creative session
- Follow up from Cultural activities action item
- New Items:
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- Next meeting date - December 11, 10 am– 11 am // EGF 306B and TRF 662.

CHARGE

Develop and implement innovative marketing and recruitment strategies that enhance college enrollment and attract students to Northland Community & Technical College from areas beyond its traditional geographic service area.