

MERC Minutes

December 11, 2008
East Grand Forks, #106, Thief River Falls #662

Attendees in **Bold**

Stacey Hron	Pat Balstad	Kirsten Michalke	Kit Brennan	Kris Paulson	Mark Johnson
Mary Fontes	Nicki Carlson	Nicole Brenny	Nicole Hagen	Pam Schorsch	Rita Lealos
Terry Wiseth	Tony Sorum	Trevor Ronholm	Wyndle Kinney	Jennifer Sundberg	Andrew Dahlen
Betsy Jensen	Chad Sperling	Dan Klug	Gene Klinke	Hank Roehrich	Julie Olson
Justin Berry	Karleen Delorme				

Topic	Responsible Party	Discussion/Outcome
Call to order	Stacey	
STEM Courses		<p>This committee has been given the charge of discussing options on how to promote STEM programs and courses within the College. It is a strategic initiative from the Office of the Chancellor in which we will be held accountable to increase enrollment in Science, Technology, Engineering and Math.</p> <p>STEM includes the following programs and courses: Ag related courses, Computer and Network programming, Engineering, Engineering Technology, Manufacturing Technology, Welding, Bio Medical arena, Math and statistics, Science Technology (does not include health programs or developmental courses).</p> <p>Andrew Dahlen suggested that a task group consisting of instructors in the STEM areas be formed to generate ideas to promote these areas. The group would also look at the initiatives that 360 Degrees and Project Lead the Way are currently using to promote. ACTION: Mark and Stacey will form a group and have them meet and report back to the MERC.</p>
Google Advertising		<p>This year Google advertising has been utilized for Aviation Maintenance Technology, Cardiovascular Technology, and Para medicine. This form of advertising is a good venue for program specific marketing as it goes out beyond our traditional marketing area and is low cost. Para medicine has had 1800 hits in one month. Mark suggested that the committee consider taking the remainder of this year's marketing budget and pursue additional Google advertising for our programs in need. He would</p>

		like to work with enrollment management to determine where we need to market with the goal of bringing up the FTE. The committee was in agreement that the College needs to move in a different direction to face the marketing challenges ahead.
Next Meeting	Stacey	Due to the In-Service scheduled for January 8 th , ACTION: Stacey will send out an email to the group informing them of the next scheduled MERC meeting date in January
4. Adjourned	Stacey	The group adjourned at 11:00 a.m.

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.