

MERC Minutes

January 29, 2009

EGF room 106

TRF room 645a

Members present: Stacey, Mark, Gene, Kirsten, Andrew, Nicole, Mary, Karleen, Chad, Trevor, Wyndle, Nick, Kit, Rita

Agenda Item:

1. Dislocated worker Campaign:

- The foundation announced they have established \$100,000 in scholarships for dislocated workers. The foundation is holding a meeting tomorrow with the workforce centers and others to work out the details.
 - i. **ACTION:** After the details are worked out, could a check list be created to make sure all details are covered?
- A letter was discussed to be sent to businesses experiencing layoffs. This idea is on hold to coordinate with the foundation scholarships. (I've attached an update)
 - i. **ACTION:** ON HOLD
- Can the recruiters do extra sessions or meet with work force centers when they are on the road recruiting? Gene has a meeting next week and will follow-up after the meeting
- Can we defer the 20.00 application fee until after financial aid is awarded?
 - i. **ACTION:** Gene will follow up.

2. Outside Area Recruitment

- A program video was created for Architecture. We are seeing increased students/prospects for the programs that have videos. Areas that used Google ads are also showing dramatic increases in prospects.
- Discussion on putting additional budget into Google ads and less into local marketing. We would reply on recruiting and press releases in the local areas. No decision was made.

3. Prospect Lists

- What can be done to increase the number of prospects to applied or enrolled students? Andrew mentioned the prospect list should be sent to faculty more often. The current process: prospects are gathered from all areas. ISRS generates a series of three letters that are timed and sent from ISRS. ISRS can cross reference if they apply or enroll, so Thank you letters etc. can be sent. Gene attended a meeting regarding Hobson. This is a contact management program that integrates with ISRS. The cost is approximately 107K over a three year period.
- Rita asked for follow up regarding ISRS and prospects interested in student life activities. (Mark followed up with the following response:

I found out that the information on student life activities that a prospect is interested in is coded into ISRS. If we can get letters written by those advisors who would like to send one, we can have ISRS automatically generate the letter, addressed to the student. So the next step is to have the student life advisors write the letters. We can certainly create some flashier materials to go out with the letter, too.

4. +1 Campaign
 - Tabled
5. STEM
 - **ACTION:** Andrew will lead a small task group. Stacey and Mary will meet with Andrew to discuss the goal and details.
6. Student Planners
 - Tabled
7. **Next meeting dates** – Last Thursday of the month 1:00 – 2:00

February: Thursday 26th
1-2 pm
EGF 106/TRF 545

March: Thursday 26th
1-2 pm
EGF 306B/TRF 662

April: Thursday 30th
1-2 pm
EGF 106/TRF 545

May: Thursday 28th
1-2 pm
EGF 106/TRF 545

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.