

MERC Agenda

February 26, 2009

EGF room 106

TRF room 545

Members present: Mark , Chad, Julie O., Pam, Mary, Rita

Minutes Recorded VIA Phone attendance – Jennifer

Agenda Item:

Mark called the meeting to order:

1. Dislocated worker Campaign:

Reviewed document as to what has been done to date: Not finished

Highlights are on the attached document.

Dan Klug has put together a group from the college – meet with people who experienced the layoff and give them an introduction to the college and re-training etc. Spoke with WorkForce Center to learn what those who got laid off are going through on that WF standpoint.

ACTION: Find out from Dan Klug:

ACTION There needs to be further clarification of where should people be routed? Gene and Mary had talked about after Cabinet- Once we know the process of those laid off – what are OUR processes going to be doing – how do we route information, people, Finance

- The foundation announced they have established \$100,000 in scholarships for dislocated workers. The foundation is holding a meeting 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) Letter should be substantial—the letter will go out highlighting where the meetings will be) Want the letters to say something that people could act on.

Letters will go out to employers

- ii. **ACTION:** ON HOLD

- Can the recruiters do extra sessions or meet with WorkForce 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. Creative Services Team Updates:

- Creative Services is a Working Design team that meets Mondays
- Past couple of years people on both campuses are aware and agree that we should be marketing individual programs.
- CS Team is working together on Videos, print, visual emails, photography for Marketing pieces
- The Web is becoming the store-front to programs : What do we have in the window?
 - i. Give people the chance to shop and read open honest reviews, graduated, students going through, content, INTERACT,
 - ii. Comments in the Idea Forum regarding “overhauling” the Marketing Dept. – The CS Team is in the process of doing this, see updates of what’s going on in the **attachment Program Specific Marketing List**.
 - iii. This hasn’t been happening in the past as the marketing money has been spent on Marketing the college vs individual programs
 - iv. Web marketing is effective and the internet is at no cost to the college- the team is producing in-house to make this happen with quick response time.
 - v. How could we afford to outsource to an outside agency to create what we need or aligned with our budget?
 - vi. WHAT are thoughts from this group?
 - 1. Sustainability list-reflects technical program list
 - 2. Impressive pieces
 - 3. Faculty members have been happy with what we’ve done thus far
 - 4. Asked Group: Do you think we are on the right track?
 - a. Yes you are getting involved – better than outsourcing
 - vii. Checkout the links on the email that was sent to the MERC group to look at other colleges
 - 1. More and more we will be able to search video online and other content online – so we are far out ahead of other Community and Technical colleges and couldn’t find any that had program specific videos of the 10 random colleges.
 - 2. A way to differentiate ourselves—we are out in front using website to communicate with prospects.
 - viii. Chad heard feedback from other colleges – Duluth, Boston, St. Charles Missouri, wondering who did our website, how can we do this?

3. Image and Function of Creative Services: Need awareness out there in the college – what we do and what we’ve done **attachment (20 of the 35 on the list)**

- i. Idea of creating things in-house – technology is getting easy to use – if you have creativity you can do it in-house and save!
- ii. The value – Agencies to do videos 30 videos 60 seconds apiece \$140,000
- iii. Automotive is already getting feedback from videos on YouTube, homepage, tells family – facebook see his video – free group marketing of association

- iv. Creative Services is changing the way we are doing things.
- v. Would hate to see what we are doing – going outsourced to neglect talents, but most important – the budget isn't there.
- vi. Doing what we are doing currently, has exploded with what has been done with Aviation, Dan Sponsors program, etc
- vii. Would like to see more program specific marketing – instead of sending thousands of dollars of general marketing – focus program marketing
- viii. Beneficial to spend the money how we are currently doing it.
- **ACTION:** IF EVERYONE is onboard with the CS team - spread the word that we are here and here to help.

4. Prospect Lists

- Graphic/picture Emails (see attached documents)Cosmo and Welding Examples
- Programs can email special notes in a visual email graphic
- Faculty/Programs have been consistently getting their list
- Creative Services makes these items for the programs – they have an improved experience in what they can take out.
- Not pursuing the Choir +1 degree Rita on hold to see if EGF will still have a program. This would be included in ISRS and generated.

5. MERC GROUP COMMENTS:

- Request to look at the meeting dates and times so more people can get together
 - i. Not a good time for faculty or retention committee
- Should there be an advisory made up of faculty that point the Creative Services team in the Right direction.
- Should MERC be an advising group of what to create. – how can we all work together to make good things happen -MERC should be more of a working group. Maybe a group that identifies what the needs are for specific projects or need.
- Every committee should be a working group – not update this is what we are doing or have done-yes, need to talk about what we've accomplished – but brainstorming.
- Take the personal responsibility to bring ideas to working committees.
- If it is a working committee – 20 or down to 10 is too big – a smaller group is needed

6. MARKETINTG LIST:

- List of over 200 ideas – prioritized ideas at the Swenson house – where is the list – where are our top 3 or 5? What are we going to do with that list ? generated from employees, seminars, conferences, We should revisit that list

ACTION: Get list back out.

7. COMMENTS OR IDEAS:

8. Next meeting dates – Last Thursday of the month 1:00 – 2:00

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.