

## MERC Minutes

April 30, 2009

EGF room 106

TRF room 545

Members Present: Mary Fonts, Rita Lealos, Nicole Haugen, Pam Schorsch, Mark Johnson, Jennifer Sundberg, Nicki Carlson, Gene Klinke, Chad Sperling, Andrew Dahlen, Kirsten Melby, Julie Olson; Students: Joe, Trevor,

Thank you to those that submitted your ideas.

Review Ideas from the Survey:

Meeting GOAL: Pull a couple ideas out of the responses from the survey that would be workable items that we could focus on this summer:

- 1) **BRANDING: (High Priority)**
  - a. Developing a Brand
  - b. Question 3 – Focus on strengths and focus on develop the message
  - c. Susan Kirkland; Branding Concepts; Marketing Communications Plan
  - d. Student Perspective: What do the student brand: Trevor stated: “cheap education” Joe state: Nursing College, AVTI, UND-NCTC is not just a nursing college; have to explain that it is not just a nursing college
  - e. What is UND’s brand: Trevor stated: First class education is what comes to mind when you think of UND
  - f. PAM STATED: There is documented Student Dialog through Retention committee:
    - i. -Should promote more about the small classrooms, personal attention in all the programs, classes in one building, available for personal help and assistance.
    - ii. This size gave people the opportunity to excel, and achieve
    - iii. Be more open to try something new or different:

**CONCLUSION: All Agree Branding SHOULD be a priority.**

- 2) **Gene: Web Page**
  - a. Catalog : web requests; tours, etc
    - i. 841 requests to have info sent out – Last year
    - ii. 1048 requests to date-This year
  - b. Best months was September of last year - 170 requests
  - c. Aviation Google-104 requests based on web Things we are doing on Google and web is beneficial; getting info sent out, students are responding, seems to be working really well,
  - d. Appears to be a top tool for working with perspective applicants.
  - e. We have spend a lot of time avoiding commercials; thinking in terms of advertising on the web is the most important thing to do – the more you can involve them – Being Sticky on the web site; How many minutes being spend on the pages; Video, pictures, testimonials, spending more time on each page

- f. Programs that have taken the initiative to promote their programs are reaping the benefits
  - 3) **Student Life**
    - a. Dakota County has American Idol; game club, tournaments, people would show up, electronics club-perspective students, public clubs, longevity in events to create more of a following; and a routine student life activity.
    - b. Cards of support Idea (Jennifer) Student is severely injured in an accident; put classes on hold/Births of students/Sympathy for immediate family; Would be nice if people could donate cards and postage to be sent to Students as a Community Support –
    - c. JOE: He has experienced outside the college: support from community where they all get together for support, basket of food , support, etc. flood – other colleges helped with flood – Free advertisement – Get involved more with the community; Fargo – etc. UND they help out everywhere – parents see a lot of people for UND in Mexico etc. Big gain
      - i. There were some state guidelines ; Could not use state property or State money, resources, etc for external community etc.
      - ii. There are things we can do – important to keep on – do a community connection group – some requests can take them on to perform community service without spending money from college perspective. Or donations.
      - iii. Free public service – Doing something for a day round up volunteers to get pr clan up a park – or do something great on a yearly basis.
      - iv. Programs possibly adopt service learning. Carpentry program makes caskets for birth deaths etc.
      - v. Club had received a grant from Sam’s club – donated money; had to work around; donate time etc.
    - d. **ACTION: Mary Fontes;** Forward the list of events/etc collected for Accreditation to Creative Services of what is going on to have it out there on the web and in print.
    - e. Past Services Provided by Students and being involved in Community:
      - i. Football team rakes leaves for elderly
      - ii. Challenger did student athletes and being mentors and reading to the kids
      - iii. Carpentry builds a playhouse to raffle off the playhouse at the home and garden show
      - iv. We need to toot our horns, get what we do.. be more proactive..
    - f. Sherry Lindquist has the D2L shell NCA Top Draft #3 – up to date
- Thank you for your participation on MERC**

## 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.