

NCTC MET OUTLINE

TASK GROUP TITLE: Marketing & Enrollment Management Executive Planning Team

INITIATOR: President

CHARGE: Develop a comprehensive marketing and enrollment management plan for Northland Community and Technical College that focuses on the strategic goals and promotes multiple missions of the college. "Revolutionizing growth strategies to maintain vibrant learning communities" is the strategic goal that has the greatest relevance to the Marketing & Enrollment Management Plan.

GOALS: Review and critique existing communication strategies including print, television, radio, letters to prospective students, electronic communication and internet.

Develop college "brand" and graphic standards to communicate high quality, professional messages about NCTC.

Develop marketing and enrollment management strategies appropriate for each of several audiences including:

- Community members
- Prospective students (International, under-represented, Twin Cities Metro, working adults, under-employed and unemployed adults, traditional high school, and others to be determined at a later date)
- Business / industry
- Internal audiences, including students and employees

Develop marketing and enrollment management strategies appropriate for NCTC's multiple missions for:

- Transfer
- Technical
- Customized Training
- Foundation

Evaluate NCTC's relationship with all its constituencies in light of their relationship to college marketing and recruitment:

- Middle Schools
- High Schools
- Regional Business and Industry
- Alumni
- Employees
- Regional Media Outlets

Develop and/or revise job descriptions of the creative services team. Align performance expectations with goals of the marketing and enrollment management plan

Examine best practices of similar colleges with successful marketing and enrollment management programs

Work with the Creative Services Team to develop and plan for marketing, public information, recruitment and enrollment management that includes:

- Specific goals for enrollment growth
- Descriptions of the duties of each position and the contributions each position will make to the overall plan
- Strategies for the use of a variety of media
- Outreach activities that will be supported by the college
- Develop a budget to carry out the plan that considers both the needs for a “revolutionized” marketing and enrollment management plan and the resources of the college
- Strategies for attracting new types of students

PROCESS: The task group will meet initially in May 2009 and will develop a work plan that assures that the goals of the group can be accomplished for implementation during FY 2010.

At its discretion, the group can designate sub-group and recruit the input from other individuals within or outside the college.

TASK GROUP CHAIR: Dan Klug, Executive Director, NCTC Foundation

EXECUTIVE PLANNING GROUP MEMBERS: Steve Crittenden, Dean of Student Development, TRF
Scott Fletcher, Aviation Program Director
Mary Fontes, Dean of Student Services, EGF
Stacey Hron, Director of Technology
Mark Johnson, Director of Marketing
Gene Klinke, Director of Enrollment Management
Hank Roehrich, Dean of Academic Affairs, EGF
Norma Smith, Customized Training Representative

CREATIVE SERVICE TEAM MEMBERS: Mark Johnson, Director of Marketing
Julie Olson, Director of Public Relations
Chad Sperling, Webmaster
Jennifer Sundberg, Information Technology Specialist

ADMISSIONS REPRESENTATIVES: Shannon Bolden, Advisor & Admissions Representative, EGF
Nicki Carlson, Advisor & Admissions Representative, TRF
Nicole Hagen, Academic Advisor, Roseau
Pam Schorsch, Advisor & Veteran Certifying Official, EGF
Nicolas Thompson, Advisor & Admissions Representative, EGF