



MET Meeting

Friday, October 21, 2011

9-11 AM EGF/TRF

MINUTES

Attendees: Jason Trainer, Dan Klug, Mary Fontes, Steve Crittenden, Eugene Klink

Absent: Sherry Lindquist, Joel Ziegler, EGF Faculty Representative

Topic	Responsible Party	Discussion/Outcome
Call to order	Jason Trainer	
1. Review of MET minutes	Jason Trainer	Minutes were reviewed and approved from 9/30/11 MET meeting.
2. Sub-branded logos and badges	Jason Trainer	Discussion on sub-branded logos and program badges. Marketing will be presenting proposal on guidelines and use at November MET meeting.
3. Communication and Design Style Guide	Jason Trainer	<p>The first 10 pages reviewed at September meeting, and the remainder of the Style Guide was reviewed.</p> <p>The following revisions were made:</p> <ol style="list-style-type: none">1. Student club logos that have N icon need to go through MarCom Department for approval. If the N icon is not present no approval is needed.2. Apparel ordered through the bookstore that uses the N icon or college logo needs approval from the MarCom Department before purchasing.3. Note cards should be available in bookstore for sell to all Northland employees.4. Fonts need to be added to MARCOM website for download.5. Parking lot flags in TRF were designed with incorrect logo. It is recommended that they be replaced. Dan will check with Clinton about the approval process and replacement options. Options will be presented at November MET meeting.6. The business card template is the official business card of Northland, and no alterations are allowed.

		<p>7. URL for project request needs to be changed to northlandcollege.edu/project</p> <p>8. Discussion about program/student organizations creating their own websites in regard to accessibility and usability. Further discussion is needed at the Cabinet level.</p> <p>9. Inappropriate use of social media may be sanctioned through applicable system or college policies and procedures.</p>
2011-12 Marketing & Communications Plan	Jason Trainer	<p>1. Review of target audiences with approval and no changes.</p> <p>2. Review and approval of placement strategies.</p> <p>3. Review of vehicle wrap request from auto programs to have a vehicle wrapped highlighting Automotive and Auto Body programs. Discussion and review regarding available vehicles, budget & funding, specific program advertising, current vehicle use, and best practices were considered. Recommendation from MET is that college vehicle wraps are not a priority because of lack of visibility. If vehicle wraps are purchased then it is recommended to have two vehicles wrapped with general college advertising. One wrapped vehicle will be located in TRF and one vehicle in EGF.</p> <p>4. Billboard discussion was brought up as comparison to vehicle wrap proposal. Gene requested an estimate to have a billboard on Hwy 59 going north out of Detroit Lakes. Jason will look into the estimate and feasibility between Hwy 59 and I-29 billboard locations.</p> <p>5. Review and approval of marketing budget.</p> <p>6. Review and approval of 2011-12 Marketing & Communications Plan</p> <p>7. Finalized plan will be posted online.</p>
4. Adjourned	Jason Trainer	