



MET Meeting

Friday, November 18, 2011

9-11 AM EGF/TRF

MINUTES

Attendees: Jason Trainer, Dan Klug, Mary Fontes, Steve Crittenden, Eugene Klinke, Joel Ziegler

Absent: Sherry Lindquist, Shelley Koerber

Topic	Responsible Party	Discussion/Outcome
Call to order	Jason Trainer	
1. Review of MET minutes	Jason Trainer	Minutes were reviewed and approved from 10/21/11 MET meeting.
2. Billboards	Jason Trainer	<ol style="list-style-type: none">1. Detroit Lake location heading north on Highway 59 towards TRF was proposed and approved.2. Discussion about billboard messaging took place.3. Dan recommended looking at academic priorities for messaging.4. Gene & Joel recommended program specific or cluster messaging over general college messaging.5. It was decided to have a building trades picture for the GF billboard and a transportation picture for the DL billboard.6. Other billboard skins could be swapped out periodically in the future.7. Billboard designs will be presented at December MET meeting.
3. Parking Lot Flags	Dan Klug	Dan spoke with Clinton regarding the concerns about the parking lot flags in TRF. Clinton was going to check on prices for replacing the flags with those that meet our logo standards. Dan will report back to MET at later date.
4. Noel-Levitz Update	Jason Trainer	Anne, Kent, Jason, Dan, & Gene will be having a conference call with Jim Hundreiser from Noel-Levitz regarding a possible visit in April. Jason will provide an update of the conversation at the December MET meeting.



4. Campaign Tagline	Joel Ziegler	Concerns about the campaign tagline "Take your life North." <ol style="list-style-type: none">1. Kids from Warroad, Roseau, and towns north of Northland would think the institution was in Canada.2. Confusion over the meaning.3. Enrollment has not had any confusion regarding the tagline during the fall recruitment season.4. It appears the confusion is an internal concern found on the TRF campus.5. Jason shared the process, reasoning, and meaning of the new tagline.6. Jason will send out a campus-wide e-mail addressing the meaning and process of developing the new tagline.
5. Sub-Branding	Jason Trainer	Jason will be presenting a proposal for a new sub-branding policy based off of common practices within higher education at the December MET meeting. Jason will be meeting with Anne & Kent for endorsement prior to meeting.
6. SEM Book	Jason Trainer	Discussion on Chapters 1-4 of SEM book. Chapter 5 & 6 were assigned for December MET meeting.
7. Adjourned	Jason Trainer	