



MET Meeting

Friday, December 9, 2011

9-11 AM EGF/TRF

MINUTES

Attendees: Jason Trainer, Dan Klug, Mary Fontes, Steve Crittenden, Eugene Klinke, Joel Ziegler, Sherry Lindquist, Shelley Koerber

Absent:

Topic	Responsible Party	Discussion/Outcome
Call to order	Jason Trainer	
1. Review of MET minutes	Jason Trainer	Minutes were reviewed and approved from November MET meeting.
2. Billboard Proofs	Jason Trainer	<ol style="list-style-type: none">1. Review of billboard proofs.2. Option 2 of automotive billboard approved. (Hwy 59)3. Demers billboard needs a better photo.4. Recommended marketing have more active role in plumbing photo shoot to get a better shot for billboard.5. Joel recommended a real freshman student for plumber photo.6. Updated Demers billboard to be emailed out to MET.
3. Sub-Branding & Style Guide	Jason Trainer	<ol style="list-style-type: none">1. NCMPR college sub-branding article will be sent to MET group for review.2. Jason gives marketing recommended sub-branding presentation to group.3. Anne & Kent have given full endorsement of the sub-branding plan. Now seeking MET's approval.4. Steve is wondering how the college community would know when to go to MET for approval on badge/patch especially if clubs/athletics do not have to?<ol style="list-style-type: none">a. Dan recommended that athletics submit the same process of MET approval for logos based off Anne and Kent's recommendation.b. Steve/Eugene don't think that will go over well. Concerns over some departments have to and some don't have to go through approval process.c. How do we classify athletics? Is it a club or entity of the college? There is



		<p>a difference between a student run club and a college ran entity. Because it's a student run club they have more flexibility unless they use the official Northland "N" logo.</p> <p>d. Jason/Dan believe an official athletics icon would eliminate confusion and any need for MET approval.</p> <p>5. Academic side of sub branding approved by MET. Athletics still up for discussion.</p> <p>Approved to defer athletics sub-branding approval discussion to Cabinet.</p>
4. Noel-Levitz Update	Jason Trainer	<p>1. Anne, Kent, Eugene, Dan and Jason met with Noel-Levitz representative. Meeting went well. Proposal document will be forward to MET if approved and signed.</p> <p>2. Costs for 3-day visit to be covered by Office of the President.</p>
4. Recruitment & Enrollment Plan	Mary Fontes	<p>1. Previous Enrollment Plan developed for 2008-10.</p> <p>2. Gene will review and update previous Enrollment Plan in time for NL visit. New Enrollment Plan will be updated with a new year to previous plan.</p> <p>3. All plans must be finalized by NL visit. NL will request to see annual marketing, recruitment, and retention plans prior to their visit.</p> <p>4. Updated Enrollment Plan will be forwarded to MET for approval.</p>
5. Co-Chairs	Mary Fontes	<p>1. Mary proposed having co-chairs for MET.</p> <p>2. Dan recommended the decision go to Anne for approval.</p> <p>3. Group approves that Jason and Eugene co-chair MET.</p> <p>4. Joel likes the idea that each campus would be represented with a chair.</p> <p>5. Recommendation of Co-Chair from MET will be sent to Dr. Temte</p>
6. Trailer Hitch	Joel Ziegler	<p>1. Joel requested to use the N decals to make hitch covers for a program fundraiser.</p> <p>2. Request was approved.</p> <p>3. Joel will submit a request on the MarCom site for a press release.</p>
7. Adjourned	Jason Trainer	