AGENDA ITEM #9.c.

Marketing & Recruitment Meeting

MINUTES

October 10, 2012  2-3:30 PM – ACR Faribault and E-132 in North Mankato


Excused: WC Sanders, Mark Kluender

Admissions Update – David Miller

Technology Updates- David informed the group of the recent use of IPads to track what makes a successful student-IPads are used at prospective student check-in. David also went over the high school photos on the cruze website and asked that faculty using the car provide photos whenever possible.

Chevy Cruze- David announced that the Chevy Cruze may be checked out by faculty for high school recruitment. It was suggested to announce at a faculty and staff meeting.

Fall College Fair circuit – This week SCC participated in the National Career Fair (noted attendance is lacking). Graphics created eCatalog business card sized info cards for use at the College Fair. SCC will also participate in the regional College Fair circuit (Gustavus, Southwest State, Luverne, Fairmont, Riverland Austin, and Rochester) the last week in October.

Fall High School Outreach – Jeannie reported that we will attend 65 high schools this fall. Ann will create packets of new programs to be left at the counselors office. Community Health Worker, Engineering, Biology, Health Science Broad Field, CIM-Right Skills Now, and Building Design will be the featured new programs.

Faribault Career Fair – Due to Faribault Campus construction, the event will be held at the high school on Thursday, March 9th.

PSEO for 10th Graders – David announced that MnSCU has a new effort to provide PSEO exposure to 10th graders with cut scores of 8th grade reading. Students may take one course per semester in an effort to expose them to technical education. The group was concerned about the lack of maturity for sophomores and felt this was a decision that needs to be made by the Administrative Team.

Website – Steve Pottenger

Phase II of the eCatalog was discussed at length and involves the creation of our program pages. Steve presented a three-tiered plan (attachment). The group agreed that it was best to start programs with the first tier and move to tier 2 and 3, when programs had successfully completed the previous tier. Steve will work with Ryan Langemeier and the Building Design and Energy Technology program to create a template for work with other faculty/program areas.
Steve showed the group the Web Traffic Reports that are updated monthly for both Academic and Non-Academic areas on the website. They can be found on the Faculty/Staff Portal under “Operational Resources-Web Traffic Reports”.

eCatalog Updates – Elizabeth expressed concern for the inability to find majors based on a campus sort. Steve will address that issue. Ann will work on the addition of “semester starts” which have been missing from the eCatalog information.

Marketing Update – Ann Anderson

Social Media Strategic Plan- Ann reported on the Thursday, October 4th visit by the Stamats Higher Education visit. An abbreviated report on our strategic plan for social media will be provided to the faculty and staff at our November 19th Staff Meeting by Brenda Harms. Lengthier sessions will be scheduled for our Facebook Users group.

Tour of Manufacturing, October 25- Tour guides are needed for groups from Mankato East (Noon) 50 students. Mankato West 50 students (2:00 PM), Maple River (Noon) for 25-30 students, St. Peter 15-25 students (time has not yet been determined). Marketing is paying for the busing of these students. They will tour CIM, Engineering, Mechatronics and Building Design and Energy Technology during their visit at SCC and then proceed to a manufacturing facility.

Ann announced that the So. MN Home & Business Energy Summit previously scheduled for Saturday, November 17th has been cancelled.

Radio Jingle – The group reviewed the results of jingle sub-committee meeting held on 10/9 that defined the audience, music and themes for our new radio jingle. The group agreed with the report prepared. Ann will work with sub-committee members: Jody Bloemke, Elizabeth Prange and Jeannie Ender to complete the project. The radio jingle will have an English and Spanish version and will target the 16-24 year old market. There may be a need for the creation of a non-traditional jingle in the future.

Jayne Dinse alerted the group that SCC will be host to a Financial Aid Workshop Nov 7th for 40-50 high school counselors. David will hopefully be able to provide a welcome and update from SCC.

SCC will be collaborating with the US Army on a Trades Expo – Monday, Nov 5 in No. Mankato. Tuesday, November 6 in Faribault. Future events may also be planned.

Ann reviewed two new marketing options – Discounts Your Way publication (Mankato) and the Entertainment Guide (Northfield/Faribault). No interest at this time. Members were reminded to let Ann know of new options as they come up.

Alumni Updates for the Website – Faculty member Jay Wendelberger contacted Ann regarding Ruth Dapper (Past Presidential Scholar, LAS grad that recently completed Law School). Ann is working to get testimonial and photo for the LAS website.
SCC will be a water stop sponsor for the Mankato Marathon on Sunday, October 21. David will attend the meeting on 10/17. Ann is to order two tables. It is recommended to have 10-12 volunteers. SCC will be on township road 353 (south to Hwy 83) from 7:30-10:30 AM.

Ann provided a marketing RFP update. Agribusiness and MLT have submitted their approval for funding since our last meeting. We’ve expended $20,000 thus far this year.

Next meeting is scheduled for Wednesday, November 14 from 2-3:30 PM in B114 and E-132. Items to be discussed include: Stop-outs, STAR Sessions, and marketing efforts for remodeling of the Faribault Campus.

Meeting adjourned at 3:30 PM.
Easy to implement/limited content creation term commitment
These can be implemented with information in text format
- Alumni – Testimonials (student name, testimonial text, photo in jpeg format, release form)
- Student Organizations (organization name, description, web site link)
- Advisory Committee Members (name, title - if appropriate, company representing, company location city)
- Internships Opportunities (company, position title, description)

Easy to Implement/High Content Creation Commitment
- Link to Facebook Page (Facebook URL, policy sign off)
- Link to LinkedIn (LinkedIn URL, policy sign off)
- Calendar (gmail address of person managing events, policy sign off)

Harder to implement/High Content Creation Commitment
- Portfolio (explanation of organization, images in jpeg format, text descriptions)
- Photo/slide shows (explanation of organization, images in jpeg format, text descriptions)
- Blog (name of blog, policy sign off)