Marketing Task Force
10/25/17
3:00 - 4:30 pm

Present: Cheryl Dumont-Smith, Ashley Raithel, Evelyn Garcia, Rebecca Davis, Wei Cen, Dan Nocera, David England, Sue Lugli, Rick Eriksen, Kim Hogan, Jordan Domkowski, Janet Klinck

Please refer to Power Point for discussion points. (Attached)

Comments as follows:

Cheryl announced she will do a spring mailer.

**Data**:
Where we are and what we are doing now?
David is coordinating a survey to go out. Faculty can announce survey to students and possibly offer incentive. Discussion regarding how to encourage students to take the survey. Perhaps an announcement on Blackboard.

**Marketing Budget:**
See Power Point
How to maximize budget: billboards, success stories to be included in mailer

What is our message going to be? Your College, Your Future
Must have messages based on our demographics.
Tailor to people/programs – differentiate but same branding
May need to say Middlesex more than MxCC and emphasize Middletown
Need consistency with colors on marketing materials
Should emphasize quality
We have a college feel on our campus
Use footage from drone to show aerial views

Reminder to all to attend Design Thinking Workshop on Friday, 11/3 from 8:30 to 2 pm

What is the ideal size of our college? It has been mentioned that a 10% increase in 2 years is desirable. Will discuss these types of things at Design Workshop.

Campaign in progress for “Register Now”: stickers, t-shirts, etc.

**Task Force Objectives:** See Power Point