

Marketing Task Force

10/12/17

3:30 – 5:00 pm

Present: Cheryl Dumont-Smith, Ashley Raithel, Evelyn Garcia,, Rebecca Davis, Wei Cen, Lloyd Langevin, Dan Nocera, David England, Sue Lugli, John Shafer, Rick Eriksen, Valerie Cooper, Kim Hogan, Janet Klinck

Comments as follows:

What does it mean to create a 21st century marketing plan?

How should we communicate

Participate in Design Thinking which will be held here on 11/3/17

What do we want from our marketing? More students? Better students? Both?

Recruitment and Retention:

How to get them in and how to get them in to programs from General Studies

21st century – what language do we communicate in

Goodwin is growing leaps and bounds even though 3 community colleges are in their area. They are spending a lot of money on marketing and may be involved in a bartering system

Who to market to? Parents? Businesses? Marketing is segmented: Should be data driven, print materials, how to deliver

We know who our current student is but have to figure out who our future student is

One marketing issue: appeal to students that are in debt that have stopped but try to get them to do one class at a time

Marketing of success stories – need to appeal to parents and donors

Branding is difficult as you can't be all things to all people.

Google ads work

Facebook: success story videos are the trend right now especially manufacturing

Other community college programs are popping up on Facebook. Also, jobs and salaries

Who we are and who we would appeal to

Don't need to recreate our core value/identity immediately as we just redid.

Focus on most contemporary media. Students don't listen to radio/don't read newspaper. They are on social media. They are online all the time.

Reconsider a mass mailing in our service area again. Sending out just continuing education mailers is misleading as recipients think we only do non-credit courses and it may be working against us.

No. 1 form of marketing should be to bring back mailings to this area. Haven't done any mailers in a while but continuing ed sent mailer and now they are getting a good response. There is a mailer in the works for credit and most thought the mailer a good way to go.

If mailers direct to our website, we must be sure that our website is in good shape. Right now it is hard to find classes. It should be just a few clicks to get to classes. The front page of the web site is no longer important – need direct links with few clicks.

Mailer needs to catch your eye to go past front page.

Set future meeting dates

Task force to meet every two weeks. Dates that worked best for majority are Tuesdays at 3 -4:30 pm. Next meeting will be on **Wednesday**, October 25th at 3 pm. After that, meetings will take place every other Tuesday, starting at 11/7 from 3 – 4:30 pm

Elect co-chair

Cheryl needs someone to help her. Jordan nominated himself to be co-chair. There were no other volunteers. Jordan will be the co-chair.

Sharing our progress on the website to assist with the process of transparency

Suggested that we share notes from meetings on website (give to Yvonne Page). At administrative assemblies, share notes on our progress

Data: what do we have and what do we need to get that will help us?

David shared Enrollment Analysis 2012 vs 2017 (attached).

Suggested listing on admissions application – “where did they hear about MxCC?”

Another thing to work on is retention – accessing information of first generation students

Listing of where students are from

Need to improve/maintain relationships with high school counselors from area high schools. Perhaps branch out to schools not normally considered our service areas. Outreach to high schools could be crucial.

Counselor breakfast will be on 10/23. Sue Lugli mentioned that she would like to have program directors meet with counselors at this breakfast to discuss their individual programs.

Perhaps do more small tours of campus for counselors from high schools and go over all programs and show highlighted areas i.e. center for new media

Target special programs that are only available here

Google drive – we should be 1st, know our data words and what we are getting large responses for

Ask current students to take Instagram pictures of them at MxCC. Student with the most hits, gets a free course – then we can see where they are on

Need participation across the board – need to involve as many on campus as possible.

Some were willing to ask their students to participate in a survey including answering a few questions to text. Cheryl will send out a survey to committee to review and decide what questions to ask.

What is our starting point? Student experience? Other customers?

Cheryl will present at next meeting what our current marketing initiatives include.

What is our message?

Research what other colleges are doing. John was impressed with what other schools were doing when he visited – they quantified and qualified their message

What's our capacity? How much do we want to grow?

Meriden – need everyone to know about it.

Also have several new programs on campus

Is 10% a possible goal?

First benchmark is to increase by 10% with retention 5% increase over the next two years.

Sue will ask each project coordinator to submit three success stories – should result in over 30 success stories. Perhaps Center for New Media to help with film. Perhaps work study students could work on these stories as well.

Participating in the Design Thinking workshop on November 3rd

Any other items you think would inform our work