Members present: Alison Stebbins, Jack Calhoun, Paul Holloway, Scott Kalicki, Steve Guyer, and Ralph Rojas.

Regrets: Kristie Palestino, Ashley Rennie, and Claudie Mahar

Also in attendance: Amy Bourgault, Shannon Reid and Jan Phelps

The meeting was called to order at 9:18 a.m. at NE Delta Dental, 2 Delta Dr., Concord, NH.

1. Approval of the March 25, 2013 Meeting Minutes

VOTE: The Committee, on motion of Mr. Calhoun, seconded by Mr. Guyer, voted unanimously to approve the March 25, 2013 meeting minutes as presented.

2. Marketing Ad Hoc Committee Charge

Mr. Holloway opened the meeting by emphasizing the need to increase awareness of CCSNH: as the best investment; about the successes of our graduates; about our seven colleges and about the programs and services we deliver. He raised questions about how the marketing team and outside firm work together; the allocation and tracking of marketing funds; preconditioning the marketplace in advance of key campaigns; and measurement.

3. Marketing Information

Ms. Reid provided background on the evolution of CCSNH/college marketing following passage of the self-governance legislation, which began with a coordinated rebranding effort and developed into the current structure which
focuses on regional college marketing efforts. Staffing and resources vary by college.

Discussion followed which focused on coordinating marketing to a greater extent through shared branding elements in advertisements; the relationship between and among the colleges in the marketplace; serving college enrollment goals vs state-wide/system-wide promotion. It was felt there is a need to more effectively market the value of a community college and our quality; need for more system branding and statewide advertising even as marketing serves college-specific goals. The committee discussed a system tag line or shared graphic element on advertisements and potential cost-sharing for state-wide messaging.

Ms. Reid is developing a strategic plan for CCSNH marketing. Elements will include measurement and tracking, the development of a marketing calendar and focus on statewide promotion of assets.

Next steps: Future meetings will include discussions with CCNSH’s marketing firm and a meeting that includes the system-wide marketing team. The committee also discussed standardizing how expenditures are reflected.

EVR will be invited to attend the next meeting, and the system-wide marketing team will be invited to a subsequent meeting.

4. Other

None

5. Future Meeting Dates

June 25 at 9:00 at NHTI, Grappone Hall 301

The meeting adjourned at 11:00 a.m.

Respectfully submitted,

Marie Anne Mills
Assistant to the Chancellor