CCSNH BOARD OF TRUSTEES
MARKETING AD HOC COMMITTEE
June 25, 2013

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

Regrets: Steve Guyer, Taylor Parent, and Claudie Mahar

Also in attendance: Amy Bourgault (on behalf of Trustee Mahar), Shannon Reid

The meeting was called to order at 9:00 a.m. at NHTI, Grappone Hall, Concord, NH.

1. Approval of the May 20, 2013 Meeting Minutes

VOTE: The Committee, on motion of Mr. Calhoun, seconded by Mr. Rojas, voted unanimously to approve the May 20, 2013 meeting minutes as presented.

2. Discussion with EVR

Jeff Eisenberg from EVR was introduced. Ms. Reid indicated there have been creative discussions with EVR on identifying system priorities and college priorities. Each college has a marketing plan to meet college goals, objectives and regional needs. An ongoing question is how these plans tie together.

Discussions followed on the CCSNH overall marketing plan with EVR and how we position the CCSNH; and on investing in branding and promoting commonalities and the value proposition that all system colleges share including proximity, transferability, affordability and quality.

Mr. Eisenberg noted that there have been discussions with the marketing directors about moving the college brands forward and supporting that work with statewide marketing. Cost has been an issue as college marketing funds are utilized for college-specific marketing/local activities which are important to serving local marketing needs. In the past during the rebranding phase, statewide promotion tying together college efforts was supported with lapse funds that augmented the statewide marketing effort.
President Kalicki noted his support for system advertising. He noted the need for additional coordination (example – he would not want WMCC culinary program advertisement in the Laconia area).

Mr. Eisenberg reiterated the need for brand building. There could be common denominators, statewide tag line etc. He felt little awareness has been built of the CCSNH name and logo.

Other statements/suggestions mentioned: establish a band awareness baseline; survey our stakeholders; analyze value of our current PR efforts; continue sharing best practices and developing more familiarity with marketing trends and newer tools/tactics; continue online ad presence; create a look and feel – colleges don’t want to look the same; optimize funding. It was noted that marketing directors do not report to the system communications director but to their presidents; understanding and buy-in at the college leadership level is important.

3. Other

The marketing directors (SWIM team) will be invited to the next meeting to discuss their marketing role at each college.

Discussion followed on the committee’s timeline to bring forward a recommendation to the Board. We are currently in the gathering of information phase. The goal is to have a draft report by the end of the year. The following was suggested:
July 23 – meet with college marketing directors
August - work on report
September - meet with presidents
October - draft report
November - finalize Board report (for Board December meeting)

4. Future Meeting Dates

July 23 noon/working lunch NE Delta Dental.

The meeting adjourned at 10:34 a.m.

Respectfully submitted,

Marie Anne Mills
Assistant to the Chancellor