Members present: Kristie Palestino, Alison Stebbins, Jack Calhoun, Claudie Mahar, Shannon Reid, and Alicia Harvey-Smith.


Also in attendance: Valerie Mahar, Shannon Reid, Alan Blake, Janet Phelps, Martha Laflamme, Lisa Proulx, Desiree Crossley, Larissa Baia, and Dawn Kilcrease.

The meeting was called to order at 12:07 p.m. at NE Delta Dental, Concord, NH.

1. Approval of the June 23, 2013 Meeting Minutes

VOTE: The Committee, on motion of Mr. Calhoun, seconded by Ms. Stebbins, voted unanimously to approve the June 23, 2013 meeting minutes as presented.

2. Ad Hoc committee Update and 3. A Conversation with College Marketing Directors about Strengths, Challenges and Establishing Baselines

Chair Palestino welcomed the college marketing directors. The focus of today’s meeting is to hear the marketing focus/activities of each college and to develop an understanding of college/systemwide marketing.

Ms. Reid began by explaining that there are three groups currently engaged in marketing discussions and planning: The systemwide marketing directors (SWIM team), the strategic enrollment management initiative team and the Board ad-hoc marketing committee. Discussions are moving forward in parallel efforts.
Ms. Reid explained that the goal of the strategic enrollment initiative is to identify ways to increase enrollment across the System, both in the short term (fall 2013) and in the long term. Team members include Chancellor Gittell, Presidents Huard and Eneguess, Kristyn Van Ostern and Beth Doiron. Topics under discussion include: Identification and measurement of target audiences, development of a systemwide marketing calendar, host a guidance counselor tour of all campuses, and other forms of communication and outreach.

Each director was asked to outline their marketing efforts and to discuss marketing priorities and challenges.

Discussion followed on system and college marketing. The structure has evolved to a two tiered approach with college activities and system activities aimed at their most relevant audiences and utilizing messages appropriate to each audience. Discussion focused on aiming system marketing broadly (general awareness, legislators, broad CC messages) and college marketing on more direct recruitment and local promotion.

Ms. Mahar referred to the Foundation. Fundraising is still most effective at the local level. The Foundation centrally manages and invests the funds.

It was noted that the marketing directors can benefit from professional development – learning about new/emerging tools, presentations from vendors etc.

Discussion followed on what the system can do to enhance and complement college marketing. Sustaining the college identities is important. Promoting the shared value/benefits of community college - as a smart first choice, a pathway to high-pay careers - would benefit the entire system. The moniker “system” is less important to most audiences than the system of colleges. Finding ways to make the student experience more seamless and remove process-related barriers would be beneficial. A system tag line could help deliver the key messages. The marketing calendar can help us plan systemwide advertising for those times in the calendar when colleges are not marketing heavily.

There is need for measuring and tracking value on marketing dollars.

Ms. Palestino thanked the directors and welcomed further input and contact.

Ms. Reid noted that the directors continue to work together on system projects that include updating the program grid and making it an online resource, developing “fast facts” for consistent public reporting of key data, developing a style and usage guide for college and system websites and other communications, and developing the marketing calendar. A plan for audience segmentation and measurement is also being developed.
4. **Other**

No other items

5. **Future Meeting Dates**

August 22  12-2

The meeting adjourned at 1:50 p.m.

Respectfully submitted,

Marie Anne Mills  
Assistant to the Chancellor