CCSNH BOARD OF TRUSTEES  
MARKETING AD HOC COMMITTEE  
August 22, 2013  

Members present: Kristie Palestino, Jack Calhoun (via phone), Claudie Mahar, Shannon Reid, Scott Kalicki, Janet Phelps and Ralph Rojas  

Regrets: Alison Stebbins, Steve Guyer, Taylor Parent, Madeline Maiorano.  

The meeting was called to order at 12:02 p.m. at NE Delta Dental, Concord, NH.  

1. Approval of the July 23, 2013 Meeting Minutes  

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

2. Discussion of Committee Recommendations to the Board  

Ms. Palestino indicated that the purpose of today’s meeting is to recap prior discussion and propose preliminary recommendations for a report to the Board.  

Discussion followed – comments and items identified:  

Promoting the idea of “NH’s community colleges” rather than “community college system of NH.” Although not recommending a formal change in name.  

Colleges have been heavily engaged in branding their colleges and advertising to meet college goals  

A goal of the System is not to duplicate what is being done by the colleges but to identify areas that will enhance, complement, generate shared resources, and do what is best implemented at the system level.  

Suggestion was made to determine and distinguish the audiences for marketing, from which level of marketing (college, system) those audiences are primarily targeted (i.e. prospective students, parents, guidance counselors, legislators,
business community etc), and the appropriate messages (specific programs, campus features, college timetable events vs. universal/general massages of affordability, transfer pathways, quality etc.) recognizing that there will be some overlap/cross-benefit.

A distinction was suggested that the colleges' primarily responsibility is marketing, while the System’s is informing. Marketing & PR strategies could be developed based on this distinction – although again, successful efforts would result in reinforcement/overlap of those ends.

A system tagline could be developed, based on research and as part of an overall messaging strategy.

The System is planning to research target audiences to identify how CCSNH is viewed today and how it should be positioned and promoted in ways that resonate with key audiences. Such work will provide evidence-based information that can be used to inform the development of effective and efficient marketing activities and establish baseline measures that can be tracked over time.

Committee supports the development of a system-wide marketing calendar that identifies major advertising and admissions events. This will enable us to identify calendar gaps and plan statewide advertising during those gap times and better coordinate overall.

Review of the system and budget allocations. Are we efficient and effective?

Committee wishes its recommendations to affirm the good marketing being done and the success the colleges have had in strengthening their individual brands.

**ACTION:** Trustee Palestino will draft the recommendation report based on discussions today and review of the minutes. She will email it to committee members for input/suggestions etc.

3 Other

No other items

4 Future Meeting Dates

The next meeting will be held with presidents. They are meeting on September 17 and this date was suggested for the next marketing meeting.
NEXT MEETING: September 17 at 1:00 at NHTI, MacRury Hall, room 136 Concord

The meeting adjourned at 12:53 p.m.

Respectfully submitted,

Marie Anne Mills
Assistant to the Chancellor