

AQIP Marketing Team
October 11, 2007, 3:00 to 4:30 p.m.
Minutes

Attending: Kathy Bercaw, Paula Fisher, Lynne Lucero, Denise Gardner, Jeremy Agor, Samantha Bousliman, Dee Bluehorse, Eric Van, Annette, Chavez y DeLaCruz, Amy Ballard, Vickie Ratliff, Erica Volkers, Mary Jane McReynolds, Ken Lindemann, Kat Gullahorn, Art Cordova, Mary Bates-Ulibarri, Carol Perez

Paula Fisher opened by asking “Why did you originally sign up for this team”?

Responses:

- Amy: GIS angle to look at demographics
- Eric: Wanted to make a difference in the possible strategies of the team—how we market and promote services
- Dee: Sitting for Michael Campbell—it is important to communicate with and be involved with MCO graphic designer
- Jeremy: MCO is hoping the system discussed will come to fruition—internal marketing struggles within and the hope is to improve and become part of the improvements
- Paula: We run into many roadblocks at CNM on how to do things. Sometimes services are duplicated and we want to create an AQIP system where we are working together, where we are able to market programs most efficiently and make a smooth way to do this.
- Denise: What we do at WTC on services provided to students
- Vickie: Internal marketing of part time faculty are not market because they are neglected. We need to celebrate them to increase and support teaching abilities this will help retention go up
- Lynne: Sat with Michael Glennon and Kathie Winograd to talk about internal marketing. The moral issue is some departments feel underappreciated and under valued. Lynne didn't want to so much participate but facilitate and guide the process.
- Annette: CNM has great stories and there is not enough internal nor external marketing. There are lots of ways to turn CNM employees into recruiters.
- Samantha: MCO department reports to her and this is an important issue. Communication to the College is the Presidents plan to find out what direction CNM is going.

Topics of Discussion

Goal: Objective—Be clear about what we are doing and the specifics of what we are doing

- Goals are stated on the declaration—it is clear to us (plan, process, procedure, systems). Clarification was worked on to make sure we understood and are clear on what we are doing. We may have to revisit what we have done in the past.

What is the mission of the Marketing Team and is the internal piece important?

Lynne Lucero responded with: We may need to go on for three years (or not). We bring everyone up to speed by posting notes. Lynne then presented the team with the following information on white board:

- *Mission—We have this.*
- *Vision—We have clarified this. Have we?*
- *Goals—Are the goals stated clear to us?*
- LERN*
- *Generational Marketing*
- *Templates/External vs. Internal*
- *Student voice/storytelling*
- *Time that emails go out*
- *Structures of emails & newsletters*
- *Future of educational credentials*
- *Three years to make a change*
- *Using newsletters to communicate to advisory boards*
- *Systems=how they do things*
- *Process*
- *Learning Communities*

Brainstorming

Has the team brainstormed who markets across campuses?

- We need to brainstorm with the group because every school is unique
- We need to brainstorm areas that do marketing
 - Johnnie Cunningham compiles what happens at Applied Technologies
 - School relations—Jane Bradley and Sionna Phillips work with high schools and dual enrollment
 - Job Connection Center markets internal and external
 - Recruitment uses four main marketing tools
 - View books-New, will reflect change in programs
 - Start smart Cards-identify all Campus
 - Book marks-Day/night classes
 - Interest inventory cards
 - Several programs have their own marketing plan
 - What are individual faculty doing
 - Find out what everyone is doing
 - Where does marketing occur
 - What does MCO do
 - Are campus directors doing marketing
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Ideas

- Compile bulleted list of information on who is marketed to and who does the marketing
- Gather marketing material and strategies—what is the process what are the strategies
- Stretch the target—what we do internally and don't discourage external marketing. How is this used for both?
- Connect with academic development-give information in public folders

- Use gathering of information to connect the dots (What is done with the information?)
- Take what you get to identify internal and external marketing
- Focus on strategies using brochures as example

Advisory Boards

What are departments doing in regard to advisory boards?

- BIT markets based on their needs. Advisory boards are internal as well as external marketing with external marketing going out the door
- Systems—take the role of advisory, research marketing to help in identifying needs—their needs
- How do we communicate with advisory boards—what is the formal internal and external process—what is MCO's involvement?
- Students have gone through programs and are now sitting on advisory boards—don't know if information is being exchanged

Branding

Paula stated that before MCO became what it is today being more than a public relations, we were on our own creating as we went along. Now the branding has a consistency in design and it is beginning to look the same with the help of MCO. The design lets people know that we are Central New Mexico Community College-CNM. With the branding we want to make CNM known in Albuquerque.

- MCO is new in marketing game and they want to build on what is being done to create consistency in process
- The branding colors do have a process that people identify from—CNM is starting to be recognized
- The team has the opportunity to create new marketing strategies
- Look at the process and smooth out, be aware of how it works and make it easy for everyone
- The communication piece is how faculty know—communicate this information out
- Valuing people because we value programs, students, etc.
- All things evolved with strategies and process—any material created was not MCO piece but the schools piece, so MCO provided templates
- Pick up and review what others are doing
- Jeremy will bring samples to look at

Communication

- Who should MCO send template to-admin support, deans, associate deans?
- Who are the logical people or level
- The aim is to get it to the right people and to have them share with the next level-up or down. Need someone to take to the next level
- Some departments don't have a dean but directors

Identify

The chart will identify gaps of who and where

Students

Kathy Bercaw stated through the student Strategic Planning Forums the students are craving recognition for CNM. They mentioned that they want a CNM mascot—

something that identifies us as in the community is important. They want to be competitive with surrounding community colleges and universities.

- Engage student alumni—our students are what sells us to our students-potential and current
- Who is developing the look and feel of the website? How does market respond to potential students, early college academy and current students

LERN

Those that attended the LERN workshop—What would be helpful to the team?

- To do list—and the importance of branding self
- Web page—news letter, emails, professional template
- Importance of voice and story telling
- Target specific place of students
- Generation—how to appeal to new generation

LERN is a huge resource for MCO to tap into. We could take up to three years to make changes—to get plans together.

Two areas to concentrate on:

1. Send news letters to advisory committees
2. Use LERN in level I and II template for student success to use as a tool

Having seminars like LERN would be beneficial to people across campus—like learning communities. Have programs where we are sharing with others.

Anna Gardner will bring LERN notes to the next meeting

Team Structure

Who is currently on the team?

- Send message to AQIP Marketing Team distribution list find out who wants to remain on the team-RSVP

Who should be on the team?

- Advisory team
- One person from every school on team?
- Student?
- WTC?
- Ongoing team to work with MCO

Why are there multiple marketing teams?

- MCO will come forward with strategies

Closing

Where do we want to go? Everybody in the College knows how to get through this College.

We should start with the homework to connect the dots. We will be able to look at and identify what we are all doing. By connecting, it will all come together.

- **Homework:** Lynne will resend homework—due to Lynne as soon as possible. Email will include evaluation questions.
 - **What did you like about today's meeting?**
 - **What are some of your concerns?**

- **Co-facilitators:** is there anyone else that would like to co-facilitate with Lynn and Paula?
- **Day/Time of meeting:** Put out to the team—Thursday from 3:30 to 5:00. All agreed day and time is good time and will meet twice monthly. The priority is to meet the faculty needs.
- **Location:** Carol will attempt to secure M 103 for upcoming meetings and provide information to the team via distribution list. Possibilities for locations are M 103 and/or Library (Kat Gullahorn will assist)

Preparation Items for next meeting:

- New list
- Homework
- Agenda—include 15 minutes for Samantha Bousliman
- Anna Garden—LERN notes

Next Meeting: October 25, 2007 in M 103 from 3:30 to 5:00

Adjourn: 4:30 p.m.