

AOIP Marketing Team
Minutes – February 28th, 2008

Attendance: Kat Gullahorn, Johnnee Cunningham, Marty Waller, Candace Guerrero, Sydney Gunthorpe, Erica Volkers, Mary Jane McReynolds, Michael Campbell, Vickie Ratliff, Samantha Bousliman, Jennifer McDonald, Paula Fisher. Special Guest – Jane Bradley

Agenda Item	Discussion/Action
<p>Welcome Review minutes, notes and feedback from February 14th meeting</p> <p><u>Purpose of a CNM Marketing System</u> Review purpose, determine decision making method, make decision</p> <p><u>Debrief Recruitment office presentation</u> What did we learn? What more can we learn? Recommendations</p> <p><u>Review questions for presentations – can we improve?</u></p> <p><u>Next Meeting</u> <u>Thursday, March 13th, SSC</u> <u>102</u> <u>3:30 – 5pm</u></p>	<p>Minutes approved as written. <u>Feedback question regarding ground rules.</u> We have three types of decision choices, which do we use? Answer – The team decides what method of decision making is used depending on the level of importance of the decision.</p> <p>Purpose of the “Marketing System” was approved using consensus. It is understood that the purpose may change if the course of our work dramatically changes and a new purpose of the system is needed.</p> <p><u>Purpose of the CNM Marketing System:</u> <u>To coordinate marketing efforts to influence and inform students, faculty, staff and the community about opportunities at CNM.</u></p> <p>See attached notes from feedback session.</p> <p>What 3 things can the CNM Recruitment Office do in the next 3-6 months to improve communication of information?</p> <p>(Recommendations – Draft – Need to go to next meeting to finalize)</p> <ol style="list-style-type: none"> 1. Interest cards – formalize process of follow up to academic schools. 2. Develop communication system with academic schools to keep informed of programs needing recruitment, new programs and major changes that would affect new students. 3. E-recruitment research and recommendations – what are different methods to e-recruit, costs, benefits, age group(s) benefited, what are other colleges doing, etc. <p>Paula presented a list of questions with an introduction that could be used for the next presenters. Mary suggested adding “<u>Where do you see opportunities for development or improvements specifically related to marketing your department/school/program, etc?</u> (between questions 9 and 10.)</p> <p>Need to address at future meeting – What is happening between enrollment and registration of students? How is it tracked? What are some complications that cause students to walk away and not register?</p> <p>School Relations will present.</p>

Meeting Feedback – Marketing Team – February 28th, 2008

What is going well?

Like the idea of choosing different decision-making models to different decisions.
Like the debriefing format.
Reached understanding of consensus.
Vote on purpose statement.
RO (Recruitment office) – review and clarification of who they are and what they do.
Name tents – I like to know everyone's name as we all discuss items.
Everyone willing to share their opinions and thoughts.
Pace – started on time
Discussion of purpose – allowed input from all
Good feedback and advanced discussion especially relative to means of communicating information.
Productive, purposeful, well organized and run meeting.
Consensus – WOW!!
Consensus worked – Lots of participation,
Michael's responses were Excellent!!

What needs improvement?

Remind us of ground rules – have trouble observing them at beginning of meeting
Perhaps delay presenters responding until debrief questions – so they can just listen and not feel the need to respond (defend).
Can feedback info be reduced to fit on back of our agenda/minutes – (go green)
People speaking – not following ground rules – raise hands!!

What questions do you have?

Where are the CNM signs on buildings that can be seen from the street?
What are the staffing changes in MCO? Will any vacancies be filled?

What are your ideas/issues?

We need a presentation from WTC
Sustainability – be sure to reduce paper use.
Students from enrollment to registration? (maybe laptops so they can register right then?)
Make marketing system purpose statement into a poster.

Debrief of Recruitment Office presentation - February 28, 2008

- **What points or ideas stood out for you from the presentation?**
 - Who is there: faces>names>functions.
 - Selling CNM: good explanation of limitations placed on their ability
 - Standards and ethics applied to outreach such as process of attraction, confinements applied to interactions.
 - There is a shift in thinking towards incentives and give-aways. (I-pods, etc)

- **What surprised you?**
 - The department is only ten years old.
 - The level of personal contact (face time) with many people over time. This manifests CNM's commitment to people.
 - Very little technology is present. I would expect more toward e-recruitment.

- **What did you learn about the recruitment office that you did not know before?**
 - Support is there for schools and community.
 - Sense of disconnect from RECRUITMENT OFFICE and academic schools/departments. Once the student is introduced to CNM, the RECRUITMENT OFFICE goes away. The leads aren't effectively sent to the department of interest. *could be a recommendation from AQIP that RECRUITMENT OFFICE.

- **What messages do you feel the recruitment office wanted you to know?**
 - RECRUITMENT OFFICE is not selling CNM. They are charged with helping students make informed decisions.
 - It's important to give accurate and timely information to prospective students.
 - Never criticize other schools while at a recruitment site.

- **What more do we need to learn from the recruitment office?**
 - Who is your audience other than high schools?
 - What is your mission?
 - What is your vision?

- **What more does the recruitment office need to learn from the other team members?**
 - From AQIP-feel understood.
 - From schools and individual departments: We need your information and resource/materials, or money, please, to produce materials handed out at recruitment events. Our hand-outs need to be accurate and timely. We need updates on major changes or waiting lists so we can represent accurately. We welcome donations of give-away materials (incentives). Such as technologies on the table-visuals.
 - General: we need a pathway for departments to give RECRUITMENT OFFICE updates, accurate information, and timely information. If we don't hear from departments we cannot imagine what is happening. Communication>effectiveness.
 - How could a website serve recruitment office in this capacity?

- **How does recruitment office influence kids to MAKE a decision?**
 - 1) we promote higher education
 - 2) we encourage them to continue their education IN New Mexico
 - 3) we want them at CNM.
 - No matter what we always encourage them to stay in school.
"Don't drop out"
 - Between Registration and census day-who cares for the students and follows up with them concerning their experience and problem solving?

- **What 3 things could the recruitment office do in the next 3-6 months to improve communication of information?**
 - Interest cards – formalize process of follow up to academic schools.
 - Develop communication system with academic schools to keep informed of programs needing recruitment, new programs and major changes that would affect new students.
 - E-recruitment research and recommendations – what are different methods to e-recruit, costs, benefits, age group(s) benefited, what are other colleges doing, etc.

Suggestions to recruitment office from marketing team
- how to do the above – Brainstorm activity

- RO sends out list of events and recruitment opportunities to all academic schools, WTC, campuses every month or semester and the academic schools are responsible to send updated materials, representatives, etc. (promote noncredit also)
- Academic programs could have a “place” to post updates on quarterly basis or by term to one resource – then e-mailed out.
- RO develop standardized process for communicating information and RO follow up, be consistent with process.
- Interest cards – send data to schools
- Communication – allow schools access to data base to add information and retrieve data
- CCO – Community Communication Outreach – Bring current information to meeting, ask school to bring sample of materials (compare and replace as needed), send specific packets of interest to schools – let me receive and respond.
- Internal website??