

Vitalization Task Force – Minutes 10/19/2016

Richard – Have a board frame work setup based on the discussion from last meeting, do we think that we have good outline to start organizing recommendations.

Christy – With several things happening concurrently, we won't necessarily be able to provide the details of what marketing will do but we can provide a structure based on the draft that Richard has worked on based on some existing plans and discussion from last meeting

Richard – Draft is a work in progress but collaborative process with the work group and with the time constraints we can't get bogged down in the minor details and studies. We can use some of the research and plans previously drafted to inform and recommendations

Looking at the possible restructure of the marketing functions of the University and combining the UMAC, AVP of Enrollment Management, Admissions and Web Team.

Chigozirim – looking at the things that we can quickly adjust change but give the large scale future plan but providing the stages that can be implemented in a step by step process.

Christy – Reorganization combining the groups that do all the general marketing would provide some efficiencies for the university and then providing resources directly to that group may allow it to be more effective as it would be a relatively one stop shop for a client. Most of the other universities in the state have a various types of organization but typically the marketing and web team appear to be working together in one work group.

Richard – There will be the individual functions that are performed and smaller teams, but the general umbrella group of marketing, pr, web that works closely. Could we put together a recommendation of how the team would look like or organize.

Christy – We have previous versions that we can pull from that can use as the frame work. The hiring of talent is also tricky.

Jack – Cost to recruit information from email, would it be better to be higher or less.

Christy – Dependent on the industry standard, typically spending more on marketing will yield more students.

Richard – There is a strong correlation, between marketing dollars spent to improved business for organization. Could we look at what our peers are spending on recruitment, what would it take meet the enrollment targets of the institution. We are currently reaping the benefits of lack of investment in the marketing area. We will need to justify what how the resources will be used based on an enrollment management plan.

Christy – yes, it will have to be based on whatever the enrollment or institutional targets or plans area to ensure that marketing functions will be geared towards those goals.

Richard – some schools have developed an advantage due to the way that they share and use information throughout the organization.

Jeremy – Getting more people into the PRM to continue improving the enrollment cycle, opening it up to others involved in the recruitment process that there is information that can be used and shared.

Chigozirim – we need a viable system, people to continue building out the system. We need to continue fine tuning our current systems, staffing (what time of people? Developers, Data Scientists). Creation and maintenance of a central communication hub that stakeholders on campus can access and see where students they might be recruiting and where they might be in the process or what communication has gone out to those students. We are not starting from scratch, but what is a simple process that we can implement or identify that would allow us to share information with those involved in the recruitment process.

Richard – There are people on campus that are doing some of this work already. Thinking about a person that would be wholly responsible for the on campus visit or experiences component.

Christy – There is currently someone that does that, not widely known that there some resources here already and making sure that we can communicate that to the general campus community. We need to identify ways to improve internal communication on campus.

Richard – This person is would be responsible for the on campus experiences.

Christy – Currently that can happen but campus stakeholders need to know the resource exists and they can do that now if contact admissions.

Chigozirim – Clear process needs to be in place to encourage/force internal communications. Look at what are our current barriers to informal communications.

Christy – Some of this comes back to there are some structural limitations with some of the groups don't fall under the same VP Area. Limitation with staff, being engaged with day to day parts of their jobs which limits the amount of time or effort new projects. Back when there was a VP of External relations there was a university wide marketing committee that met monthly to share information with all that do marketing in the various colleges/departments.

Richard – Departments would be able share projects and ideas. We might be able to find synergies.

Chigozirim – on key barriers appears that people are so very busy. We could identify the current marketing network on campus. A space where these people can share information internally but effectively. Different dept./college or groups, a virtual community that would allow or facilitate communications and sharing of information on campus. Not another committee as that may be a significant time commitment which maybe met with resistant.

Christy – What would be an easy way that we could create and make it simile for new members to be on boarded. Maybe marketing wiki

Chigozirim – Previous experience with a group that were organized around refugee support and there were a lot of constituents plugged into the network. A lot of work that was coordinated that maybe the general public saw but those impact noticed.

Richard – Branding and awareness areas, I will be working on via email and share.