



Marketing Committee Meeting

CCSNH BOARD OF TRUSTEES

Meeting of May 10, 2018

Attending: Jack Calhoun, Sharon Harris, Steve Rothenberg, Shannon Reid, Charles Ansell

Regrets: Larissa Baia, Steve Guyer

Mr. Calhoun called the meeting to order at 11:00 a.m. at 217 Grappone Hall, NHTI, Concord.

Approval of November 16, 2017 Meeting Minutes

VOTE: The Committee, on motion of Mr. Calhoun and seconded by Mr. Rothenberg, voted unanimously to approve the meeting minutes of November 16, 2017.

FY19 Marketing

The committee discussed marketing strategies that would not position colleges in a way that they compete with each other, which is a subject that President Lloyd will discuss at the presidents' retreat in June. Discussion followed regarding the committee's vision for the marketing campaign and the need to leverage the brand to create more marketing opportunities.

The committee discussed the need to align marketing strategies with financial sustainability and enrollment management goals, and to create more connections between marketing and admissions efforts. Ms. Reid and Mr. Ansell will develop a process to integrate these areas and will explore professional market analysis options.

The committee discussed how the state-wide "New Hampshire Community Colleges" brand is being/should be leveraged to: elevate overall awareness; enable robust, consistent media penetration; access optimal channels and tactics; and strengthen pursuit of the two-year option.

Other Business

Ms. Reid and Mr. Ansell will work with the presidents to develop a plan for brand leveraging and shared services for the committee to review at the next meeting.

The meeting was adjourned at 12:00 p.m.

Respectfully Submitted,

Kristen Carlson
CCSNH Administrative Assistant