



Marketing Committee Meeting

CCSNH BOARD OF TRUSTEES

Meeting of September 13, 2018

Attending: Larissa Baia, Jack Calhoun, Sharon Harris, Victoria Jaffe, Richard Killion, Shannon Reid, Steve Rothenberg

Mr. Calhoun called the meeting to order at 11:03 a.m. at 217 Grappone Hall, NHTI, Concord.

Approval of May 10, 2018 Meeting Minutes

VOTE: The Committee, on motion of Mr. Calhoun and seconded by Mr. Rothenberg, voted unanimously to approve the meeting minutes of May 10, 2018.

Ms. Reid welcomed Richard Killion to the meeting and explained how the SWIM team is structured.

FY19 Marketing

The committee discussed the Shared Services Structure. Ms. Jaffe presented marketing budget information across all colleges, stating how we could be getting more by leveraging these budgets. Mr. Calhoun commented on the financial challenges with colleges acting individually instead of a group. Ms. Baia stated how the colleges seem less competitive with each other in more recent years, and Mr. Calhoun said that is encouraging. Ms. Jaffe talked about vendor information being gathered across all colleges to share what works. Ms. Baia talked about all presidents moving towards some level of shared services and linkage to shared umbrella branding. Ms. Harris said bringing teams together will help colleges.

Public Relations

Ms. Reid discussed public relations and community colleges in local media. Mr. Rothenberg talked about efforts to expand and how people work together.

Other Business

Ms. Reid talked about the possibility of a customer relations management system and how to re-engage and communicate with prospective students who have contacted the colleges. The committee discussed the need to do analyses to see if efforts are effective.

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

Respectfully Submitted,

Kristen Carlson
CCSNH Administrative Assistant