

Strategic Marketing Planning Committee Meeting #2 Minutes  
Wednesday, July 16, 2014 | Hammond 314 | Respectfully submitted by: Jennifer Trocquet

I. List of Attendees:

- Chairperson: Dr. Michael Greenwood, *Professor of Management & Entrepreneurship*
- Dr. Lynne Kellner, *Professor of Behavioral Sciences*
- Dr. Mary Baker, *Professor of Communications/Media*
- Dr. Jane Fiske, *Professor of Humanities*
- Kathy Mahoney, *Digital Marketing Manager*
- Kelly Norris, *Director of Marketing, Graduate & Continuing Education*
- Pam McCafferty, *Dean of Enrollment Management*
- Jennifer Trocquet, *Student Volunteer*

II. Preliminary Discussion:

A. Discussion of current marketing function at FSU

1. Lengthy waiting periods for requested marketing data inhibits timely decision-making.
2. In many cases, results of data queries for marketing purposes are incomplete or irrelevant.
3. Marketing data collected by external marketing consulting firms have been misleading.

B. Preliminary Consensus:

1. A full-time professional market researcher is required in order to provide both timely and reliable market data summary reports and analyses on a regular basis.
2. Interim marketing consultant groups merely serve to provide merely a brief, short-term “snapshot” which may not always be an accurate reflection of reality.
3. The changing demographics, higher education market as well as the needs of potential incoming students requires a process of careful study in order to facilitate the construction of an effective university marketing plan.
4. A full-time marketing team is needed in order to conduct careful, thoughtful long-term research.

C. Market Pressure:

1. The current trend in the marketing strategies of competing institutions necessitates a more aggressive approach.
2. The university’s current marketing strategy must be upgraded strategy in order to improve future enrollment and retention outcomes.
3. *Additional thought for consideration: The rapidly increased presence in the market for higher education of online universities as well as the more recent phenomenon of MOOCs, (massive open online courses) may continue to attract a greater proportion of potential students overtime, which could further erode enrollment rates.*

III. Working Group Focus:

The working group will frame the development of a set of recommendations based upon conclusions in section II (above). The focus at the moment centers on the centralization of the overall marketing function at the University.

IV. Task Breakdown:

Dr. Baker agreed to be the leader for our white paper.

V. Tentative Deadlines: First Draft of White Paper to be submitted on or before September 15, 2014