

Marketing Planning Committee Meeting Minutes:

Submitted by: Jenn Trocquet jtrocque@student.fitcgburgstate.edu

May 22, 2014

10:30-11:30 (Academic Affairs Conference Room)

I. *List of Attendees:*

- Erin Kelleher
- Mike Greenwood
- Lynne Kellner
- Mary Baker
- Michael Shanley
- Jamie Roger
- Jeff McMaster
- Kathy Mahoney
- Elaine Lapomardo
- Matt Brunn
- Jane Fiske
- Jessica Murdoch
- Pam McCafferty

II. Brief Discussion of **GROUP OBJECTIVE**--overarching GOAL= submission of 4-6pp. "white paper" to be Target Date for Final Draft: November 15, 2014.

III. Upcoming Relevant Meetings BEYOND the Proposed Committee Meeting Schedule

A. June 5th: Admissions Presentation

1. When: 9:30AM
2. What (Topic): Admissions Marketing Presentation
3. Where: *determine (if I'm not mistaken, I believe I heard President's Conference Room)*
4. Who: Presenter(s): Elaine Lapomardo

B. Additional Relevant Meeting

1. Presenter: Kathy Mahoney potential deep dive topic for our July 16th meeting

IV. Discussion Points:

A. FSU Marketing Structure----currently non-traditional in form (refer to Q5)

B. Overall Picture of FSU Marketing structure

1. Not a hierarchical, top-down set up
2. Kelly Norris- currently the only full-time marketing staff member
3. Not very heavily staffed
3. Staffers serve in various assigned functions on a part-time basis
4. Use of outside consultants
5. IT department involvement

C. Largest "Recent" Marketing projects----redesigns of website & social media projects

D. Marketing Audits--Most recent: March 2014

E. Plethora of FSU Marketing data is *already* currently in existence & can be drawn upon

- V. The "Process" -- Recommendation Formulation & Flow Up the Chain of Command
 - A. There are 7 groups involved in the recommendation-making process
 - B. Initially, no formal membership was required but became important for the purposes of task breakdown, assignment & completion.
 - C. Recommendation-Formulation Step by Various Workgroups
 - D. Recommendations Forwarded to Strategic Planning Committee
 - 1. 4 recommendation each are taken from each of 7 workgroups
 - 2. Total of 28 possible recommendations are reviewed & filtered
 - E. Strategic Planning Committee then Submits Recommendations to Board of Trustees--
Final decisions are ultimately made by the Board of Trustees

- VI. Question List Review --Historical Perspective--(primarily from Paul)
 - A. Q2--Ample historical data is currently available on this particular question
 - B. Q4--This question (Paul defined as "ephemeral" i.e. "difficult to answer"--uncertain position).
 - C. Q5--Easy to answer--can put the specific information together to properly address this question.
 - D. Q6--Actual position for manager of public relations--Matt's responsibilities include:
 - a. Maintaining Announcement Archives
 - b. Press Releases
 - E. Q7--RE: differentiation of FSU from similar universities: Bridgewater, Salem, UMass
 - 1. How is an FSU education 'better' than other similar universities in the area
 - 2. How is an FSU education "value added"? How does FSU effectively construct/craft a value proposition message for the purposes of BOTH attracting & retaining students?
 - 3. Group consensus regarding this question (through Paul) was that the answer to Q7 is unclear at this time/difficult to answer.
 - 4. Perhaps this question may serve as the BASIS for one of the TWO to FOUR recommendations for the white paper---clearly a vital issue for the group's attention & for the possible devotion of resources (time & energy for research, &c).
 - F. Q8--This is a Vital Question that Deserves Attention:
 - 1. Full understanding of the demographic changes & forecasted changes is necessary. the
 - 2. Primary Market--90% of market are MA residents.
To #7, #8 is a VERY important question.
 - 3. In addition to Q8: How do we increase FSU share of MA students?
 - 4. Current & forecast demographics data (target market changes)--impact on msg for prospective students.
 - 5. *How should the messaging be changed in order to better reach the target market?*
 - G. Q10--Many resources have already been devoted to social media channels/not an area of great concern at this point per Paul.
 - H. Q11--per Paul--believes that the answer at this time is affirmative with regard to this question.

VII. Task Suggestions---*at this point*

- A. Currently Available Market Research Reports/Data to be Made Available (on BB)
- B. Deadline for Material to be provided for review by committee members: tentatively- mid-June
- C. Create a "grading rubric" for the the 15 questions listed--in order to better hone in on the Important questions which will ultimately lead to the final list of recommendations
- D. Research Currently Available Pertinent Data Sets
- E. Subject Matter Experts--Will Also Provide Valuable input--*but how, where, when?? On BB??*

II. Task Assignments:

- A. Jamie Roger--will post previous market research on BB--then he w/drew offer
He will work *with* the groups to ensure input deadline is met
for research market data to be made available for review.
- B. Cathy--will also get info also to Jamie to post information on BB; will be at every meeting
- C. Dr. G--Point person for marketing research/auditing materials
- E. Elaine & Jeff will be regular attendees of these meetings
- F. Identifying priorities ASAP from the Question List