



Finance Committee Minutes Student Center, PDR, March 9, 2016

Attendees: D. Bertolino, R. Correia-Branco, T. Gorczyca, R. Haskell, D. Lambropoulos, S. Lancaster, P. Machado, A. Morse, L. Nadeau, C. Nuncio, R. Silva, J. Zubrow
Guest: Ron Taber

Chair Andy Morse called the meeting to order at 2:00 pm.

Ron Taber summarized marketing responsibilities, internal and external. He emphasized the difference between a decline in enrollments and a decline in returning students only. Regina suggested that we gather information regarding why students do not return to NECC (change in life circumstances, job situation, etc., or factors in NECC's control, such as program offerings). More data and analysis of why prospective students do not register would be helpful. Scott asked whether students self-advising could be a factor in declining retention. Committee members also discussed the feasibility of asking new students initial questions (Why are you attending NECC? Is your goal a degree, certificate, transfer, etc.); answers could be stored in DegreeWorks or Banner. The committee suggested that Institutional Research might have a role in gathering and analyzing various retention data.

Ron explained some of NECC's regular marketing strategies, including branding in general, a motivational direct-mail piece, paid search, and rented mailing lists for appropriate zip codes in MA and NH. He also discussed the need for creating emotional connections and appeal, as opposed to publishing lists of programs and/or courses. When Andy asked about a "gentlemen's agreement" regarding reaching out to students in certain geographical areas, Ron explained that workforce development initiatives, hybrid courses, and online courses have all chipped away at this.

Ron described the limited impact that marketing changes alone would make, and suggested that funding for market research would be useful. Perhaps the Finance Committee could advocate for this funding. Judy asked whether Enrollment Services does any market research; Ron agreed that Marketing and Enrollment Services should work together.

Andy asked about the possibility of successful NECC students (e.g., Phi Theta Kappa) visiting their former high schools as a recruitment strategy; Ron suggested that Andy connect with Daniel Richer.

Finally, Ron identified the NECC website as the biggest challenge for marketing, and explained that it will be redesigned, a process likely to take one year. The redesign should result in a more effective marketing vehicle and an overall improved user experience.

Next **Rick Haskell** provided copies of the FY'17 budget, described various salient points, and answered questions about some of the line items. At our next meeting, Rick will continue the budget discussion; Gisela Fernandez will also attend. This information will clarify expenses for the committee, and provide a context for suggestions to President Glenn.

The meeting was adjourned at 4:00 pm.
Respectfully submitted by Lynne Nadeau

March 10, 2016