

AALT meeting September 12, 2019

Rachel Boersma, Kelly Sullivan, Donna Bertolino, Mary Farrell, Scott Lancaster, Melba Acevedo, Kim Burns, Amy Callahan, Bill Heineman, Mike Hearn, Carolyn Knoepfler, Sharon McDermot in attendance. Allison Dolan-Wilson joined as a guest

Bill discussed a posting for the policy position. Watch over pathways, policy changes

Kim discussed assessment day that it will be like last year. No speaker as last year. Good opportunity to work on NECHE docs, learning outcomes and reviewing assessments done or plan to do.

Scott discussed his experience with an assessment consortium and what is available as a resource from that.

Discussion about NECHE's idea of assessment with direct and indirect measures and what that really means. Bill stated that there's still a lot of leeway.

New VP for institutional advancement Allison

We all introduced ourselves and began a conversation about MAR/COM and may possibly discuss release time for faculty to work on grants.

Being proactive instead of reactive in terms of grants and working with Wendy

Doing away with daily announcements unless there is something important

Curated weekly announcement with a deadline. It will be an iterative process. Work with people on list-serves for more targeted emails. Starting a ticketing system with MARCOM that will help with process. This is more strategic and understanding the objectives of what needs to be done by working with the MARCOM project manager. Need to have strategic alignment across the college. Work with people to understand what each group's priorities are. Have a lot more targeted messaging.

Having more strategic plans for MYNECC and what's behind the login.

Kim brought up a common calendar. Allison discussed the issues with a common calendar and perhaps it may be just internal.

Melba brought up we encourage students to download the Blackboard app and discussed how people were contacting her and her staff to add things to Blackboard and how it affects pages and how people have asked to email announcements through Blackboard. Melba has put a top to that.

Shift to program marketing:

Use some programs to highlight the variety of programs we have here rather than market all of them.

Amy discussed bringing up the quality of our programs and where students transfer to and the stories of our students.

Rachel discussed the nursing information sessions every month. Suggested 3 minute videos of students to talk about what their experience is and where they are working.

Mary: recruitment and enrollment being proud of our students

Kelly: targeted marketing to parents and the cost of our tuition versus 4 year privates.

Carolyn: discussed that in STEM some degrees lead directly to jobs that are well paying. Internships, externships that students get hired into.

Allison asked for numbers from areas that they can use for marketing. Also information from employers. Numbers and anecdotes are helpful.

Scott: people need to know what jobs our education can train people for like the medical lab technician program.

Carolyn: mentioned that many don't know where we are and what we offer.

Allison: is homecoming the right event instead and open house or Fall Festival may be better to get into the community.

Good approach is what are our priorities and then spend rather than we have money so let's spend it.

Offer more robust template offerings. Such as a templated PowerPoint or at an event everything looks the same, branded. Team in MARCOM what are they doing that they shouldn't be doing and refocus priorities.