

WVNCC Workforce Division Meeting

Meeting Agenda/Minutes

Date: January 12, 2018

Time: 1:30 p.m.

Location: TEAL Lab

Facilitator: Larry Tackett

Attendees:

Larry Tackett

Matt Pallisco

Karri Mulhern

Brandy Killeen

Cassie Doolin (*taking minutes*)

Stephen Ledergerber

Curt Hippensteel

Dave Barnhardt (*Dir. Marketing/PR*)

David Knecht

Leo Gonot

Larry Brown

Mark Mangficio

Agenda: start time 1:30 p.m.

- **WVNCC Marketing/Promotion:** New to the college and area, **Director of Marketing & Public Relations David Barnhardt**, provided a brief professional background summarizing his experiencing in market research, consumer behavior, sales, visual and general marketing.

David presented a Power Point exhibition outlining recent market research targeting WVNCC existing and potential students, faculty/staff, and a variation of social and behavioral trends impacting the college's ultimate success as the regions leader in higher education.

As a result of the survey, it was determined:

- WVNCC.edu needs serious retooling
- The March 24th, 2018 Open House will introduce new Marketing concepts
- Programs in Applied Technology need better promotion
- Billboard Advertising (Larry B) needed addressed—particularly on or near Northern property (i.e. Belmont College advertising in proximity to Northern)
- Social Media will continue to be used but Marketing Dept. is taking ideas for more innovative use.
- Staff/Faculty rated 1st of what students like most about WVNCC

Larry (Brown) mentioned narrowing the gender gap and promoting/advertising Applied Technology programs to women and perhaps finding a Marketing niche to appeal to all classes and genders.

Matt (Pallisco) suggested more advertising in the Southern regions of the area despite lower population.

Brandy (Killeen) suggested Marketing Dept. promote Applied Technology as too much emphasis on Nursing and Culinary Arts programs.

Karri (Mulhern) mentioned the use of brochures and the possibility to tweak the information contained and providing “stock cards” for each program for individual recognition.

David (Barnhardt) stated his Dept. would also focus on the use of **two** virtual Marketing strategies: **Retargeting**, a form of cookie-based technology that uses simple JavaScript code to anonymously “follow” your audience all over the internet. The second virtual tool will be **Geofencing**, which is a location-based service in which an app or other software uses GPS, RFID, Wi-Fi or cellular data to create a virtual banner.

David (Barnhardt) concluded his portion of the meeting by assuring the acceptance of ideas from faculty and staff and that his department is committed to the success of WVNCC.

Marketing concluded @ 3p.m.

- **Assessment Report presented by Pam Sharma:** Pam presented the Instructors in attendance with a College Assessment plan PPT presentation.

This plan includes, but is not limited to, the definition of educational objectives, the measurement of learning outcomes, and continuous education improvement activities.

Pam provided surveys for the Instructors to participate in----shortly after **meeting adjourned @ 4p.m.**