

Committee Meeting: Marketing & Institutional Advancement	Date: April 7, 2017
Committee Chair: Trustee Kathleen Masiello	
Committee Members: Susan Swarts-Trustee, Neal McCallum-Student Trustee, Jeffrey Bagel-Vice President of Foundation, Maria Carroll-Director Talent Management and Employee Engagement, Dr. Erik D' Aquino-Vice President of Enrollment Management, Dr. Fabio Escobar-Vice Provost IRAAP, Lida Mosovich-Software Specialist, Michael Pietkiewicz-Executive Vice President of Operations, Philip Struebel-Director of Admissions, Nathan Wallace-Asst Project Coordinator, Darley Willis-AVP Chief Diversity Officer	

**AGENDA**

- 1. Call to order**
- 2. Approval of Minutes-March 3, 2017**
- 3. Old Business**
  - a. Charge and Mission Statements - Erik
    - Marketing and Institutional Advancement
    - Marketing Advisory Council
  - b. Rubric for Sponsorships - Erik
    - Justification form
    - Criteria for sponsorship
  - c. Marketing Policy - Erik
  - d. Update on Director of Marketing and Communications search process – Erik
  - e. Signage and Wayfinding (Mike P.)
- 4. New Business**
  - a. College’s Strategic Planning and ECC Excels Goals-Distance Learning – Patricia Kaiser
    - Master Courses, low cost courses and OER (Open Educational Resources)
  - b. President’s Award-Maria Carroll
    - Brand Ambassadorship for next year
- 5. Next Meeting**

May 12, 2017 11:00 am

Committee Meeting: Marketing & Institutional Advancement	Date: March 3, 2017
Committee Chair: Trustee Kathleen Masiello	
Committee Members Present: Dr. Erik D'Aquino-Vice President of Enrollment Management, Michael Farrell-Public Information Officer, Katie Koch-Job Developer, Michael Pietkiewicz-Executive Vice President of Operations, Philip Struebel-Director of Admissions	
Committee Members Phoned in: Dr. Fabio Escobar-Vice Provost IRAAP	
Committee Members Excused: Susan Swarts-Trustee, Neal McCallum-Student Trustee, Jeffrey Bagel-Vice President of Foundation, Maria Carroll-Director Talent Management and Employee Engagement, Lida Mosovich-Software Specialist, Nathan Wallace-Asst Project Coordinator, Darley Willis-AVP Chief Diversity Officer	

**Minutes**

**1. Call to Order:** Chairman Masiello called to meeting to order at 11:05 a.m.

**2. Approval of Minutes**

Motion to approve the minutes of January 13, and February 7, 2017

Motion: Erik D'Aquino

Second: Fabio Escobar

Passed unanimously

**3. Old Business**

- o Creation of Charge -Erik will draft a Charge by the next Marketing and Institutional Advancement meeting. The Strategic Plan, states that all standing committees need to develop a Charge; a description of their work, missions, values and duties of their work.

- o Creation of the Rubric for Sponsorships

- a. Advertising Sponsorship

- Determine criteria for how funding of institutional dollars for sponsorships should occur
    - Demographics of attendees and expected attendees
    - Number of expected attendees
    - Cost including staff time
    - The College needs to develop a form that the organization that is seeking sponsorship must complete which demonstrates how the sponsorship opportunity relates to the College and how it benefits the College and our students.
    - Identify a standard threshold for expected Return on Investment per dollar spent
    - History of sponsorship with the organization (i.e. approval and denials of previous sponsorship opportunities)
    - After event report out of the event which captures Return on Investment: How many students/prospective students did the event assist/yield?

b. Event Sponsorship –The event should be recruitment related, or tie into an academic department. We have to be where the students are. The college needs to market to businesses with regards to what the college has available and what the college can do for employers to increase the capacity of their employees.

When the College sponsors an event, we need to ask ourselves: Does it relate to the college’s overall mission? Will it yield prospective students? Will it draw our current students? Will it provide exposure? What kind of exposure?

We expect to continue to advertise with current vendors, but are looking at some web direct marketing, to diversify our advertising to reach more people. “Why ECC?” is the message that needs to come through.

- Creation of a Marketing Advisory Council - It would be helpful for the Committee and the Marketing Communications Department to have a “kitchen cabinet” to bounce ideas off of, provide support and strengthen our depth. The committee needs to research how the College creates an Advisory Council. A disclosure form will need to be developed in regards to conflict of interest for advisory members to sign. Once the new Director of Marketing is hired, an Advisory Council should be created. In the meantime, the committee will work on the Charge, Mission and Vision for the Advisory Council, along with constructing a list of possible members.
- Social Media: Advertising vs. Posting and Monitoring – There are two aspects of social media; posting, for information purposes, and advertising: buying space for our message to get out there. Some questions regarding social media are; what is the direction of the college in regards to social media? How do we go between advertising, posting and monitoring? Should we hire an external manager for our social media? Discussion regarding student ambassadors and having them work on and manage the College’s social media ensued. If the College employs students to manage our social media, they need to be policed to ensure that they are incorporating our brand and using proper grammar.
- Update on Director of Marketing and Communications search process- The job posting for the Director of Marketing closes today, Friday March 3. Erik is hoping to start interviews mid-April, and having the hire on the April BOT Agenda.  
  
The new Director will be expected to take over the Marketing and Advancement Committee meetings once he/she has an understanding of the office and College. The goal of this position is to have mechanisms set up that will feed into everything, so the department can communicate and act more efficiently.
- Update on Advertising Efforts for the next few months – Phil and Erik have reached out to all of the television networks and two of the major radio stations. WGRZ is working with ECC on social media, Instagram and Facebook, promoting Women in Technologies during the month of April.

#### **4. Style and Branding Guide Policy Creation**

The Style Guide, along with a Managerial Policy related to its use, should be presented to the Policy committee and then to the Board of Trustees for approval. Once the Style Guide is approved by the Board, the staff will be notified, and instructed that they must conform to the logos and fonts in the Style Guide. The Toolbox also contains the template to request print jobs. The Toolbox can be accessed from the ECC website. [www.ecc.edu](http://www.ecc.edu) and typing Toolbox on the search bar.

## **5. New Business**

- ECC Signage- Signage and way-finding should be consistent on all ECC campuses. The Building and Grounds Department at their recent Program Review stated that they are equipped to make the signs for all three campuses.
  
- Development of agenda items for the next meeting, April 7, 2017.

### Agenda Items:

Justification form for sponsorships

Rubric for sponsorship, criteria for sponsorships

Charge and Mission for Marketing and Institutional Advancement Committee

Charge and Mission for the Marketing Advisory Council

Marketing Policy for submission to the Policy Committee

Status update regarding the hiring of the Director for Marketing and Communication

ECC Signage

### **Follow Up Items:**

Erik will draft a charge for the Marketing and College Advancement Committee for the next Marketing and Institutional Advancement meeting

Erik will draft the Charge, Mission and Vision for the advisory council

Erik will contact Rick Washousky as to how to create an advisory council?

Erik will draft a managerial policy for the Policy committee to review and present to the Board. The Policy should be very broad and the Style Guide should be submitted as an exhibit.

Mike will address the ASC Board in regards to obtaining a list of organizations that the College has supported and how the funds are being distributed.

A form needs to be developed that the College will give to organizations asking for sponsorship which requests the organization to demonstrate how the event relates to the College and how it benefits the College and our students.

Motion to adjourn the Marketing and Institutional Advancement meeting

Motion: Michael Farrell

Seconded: Katie Koch

Passed unanimously

## **6. Next Meeting – April 7, 2017 9:00 am**

## Marketing and Institutional Advancement Committee

Mission: The Marketing and Institutional Advancement Committee is charged with conducting studies, making recommendations, reporting, informing and advising the Board of Trustees on matters pertaining to the marketing of the College and the advancement of its Development efforts..

Vision: Comprised of key ECC stakeholders, the Marketing and Institutional Advancement Committee is a resource to help ensure that Erie Community College's marketing direction and messaging are uniform, consistent and appropriate for both internal and external stakeholders and that they are aligned with the College's strategic plan. The Marketing and Institutional Advancement Committee will help ensure that any institutional advancement efforts are aligned with the goals stated in Erie Community College's strategic plan.

Duties:

- To monitor our Marketing and Institutional Advancement Efforts
- Approve of college's Integrated Marketing Plan, along with the visual guidelines
- Ensure that Institutional Advancement Efforts coincide with branding and institutional mission statement.
- Communicate to the Board of Trustees updates to our branding and marketing efforts

Tasks:

- Update the committee Mission, Vision, Duties and Focus - bi-annually
- Establish a committee calendar – annually
- Convene at least monthly or as determined by the chair – monthly
- Rank institutional marketing and institutional advancement priorities – bi-annually
- Review progress of Integrated Marketing Plan – bi-annually
- Evaluate and Assess institutional marketing efforts – annually



**Enrollment Management  
Erie Community College**

**Sponsorship Request Form**

Requestor
Name of Organization
Type of Sponsorship
Have we sponsored this before?
What is included in Sponsorship? (Event Naming, Type of Exposure, Interaction with Students, etc)
Is this an Event Sponsorship?
Will this require staff Support?
When is the event?
How will this event enhance our enrollment/recruitment efforts
Amount of the Sponsorship

The following is a draft of the request form. The second tab below, has some of the qualifying questions to be considered as the request is reviewed. The determination will be made by the Director of Marketing. Should questions arise, consultation could be made to the Marketing and Institutional Advancement Committee or the Marketing Adviseement Committee

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# Enrollment Management Erie Community College

## Sponsorship Request Rubric

Requestor	Internal or External Request
Name of Organization	Does this organization coincide with our mission? Does it conflict with other sponsorships/programs? Does this set a precedent?
Type of Sponsorship	Are there other types of similar sponsorships we are not doing?
Have we sponsored this before?	Yes or No
What is included in Sponsorship? (Event Naming, Type of Exposure, Interaction with Students, etc)	How will ECC be viewed?
	Does this provide an opportunity to interact with the participants?
Is this an Event Sponsorship?	
Will this require staff Support?	Does this have direct interaction with our target population?
When is the event?	Does this coincide with peak events?
How will this event enhance our enrollment/recruitment efforts	How do we assess the ROI?
	How many prospects/apps will we gain?
Amount of the Sponsorship	Is there funding available