

## **DRAFT**

### **MARKETING/PR & AWARDS COMMITTEE SUMMARY MINUTES**

Friday, April 22, 2016

2:45 pm – 4:15 pm

Concourse Hotel

Madison, Wisconsin

The meeting of the Marketing/Public Relations & Awards Committee of the Wisconsin Technical College District Boards Association was called to order by Co-Chairpersons Dawn Garcia (Chippewa Valley) and Rhonda Sutton (Southwest) at 2:47 p.m. on Friday, April 22, 2016, at the Concourse Hotel in Madison, Wisconsin.

Additional committee members present included: Lowell Prill (Moraine Park) and James Riley (Waukesha).

Also in attendance: Mary Baer (Waukesha), Kyle Schwarm (WTCS) and Steve Tenpas (District Boards Association).

### **Approval of Minutes**

The first order of business was approval of the minutes of the January 15, 2016 committee meeting. Moved by Lowell Prill (Moraine Park), second by James Riley (Waukesha). Motion carried.

### **Statewide Marketing Report – Kyle Schwarm**

Kyle provided an update on recently completed initiatives including:

#### 1. Parent Perception Survey:

- There were 600 respondents
- The 17 minute questionnaire had a 20% response rate
- Respondents included both middle-school and high-school parents
- Major concerns identified from the survey:
  - a. College Affordability – 11% increase since 2007
  - b. Being Able to Get a Job – 9% decrease since 2007
  - c. Social Issues – 5% decrease since 2007

Kyle also talked about the net promoter score, and the differences between the WTCS view and that of the four-year colleges. He talked about how detractors offset promoters, and how in the technical college system there is a core group of people who think it's great to

recommend to their neighbors or friends, but do not consider it an option for their own family members. This bias is an area of opportunity for the WTCS to discuss and work on improving.

Also mentioned was that there has been an update to the WTCS *Tech College Effect* advocacy infographic. Visual materials are important in today's market, so it's great to see this complete.

There was a Work Plan Retreat to update the 2016 Work Plan, where four key strategies were identified, including:

- Identifying the best ways to reach adult learners
- Identifying shared topics and share best practices
- Advancing recognition of our System's value and statewide impact
- Advancing and reinforcing leadership in forecasting and responding to local and global market needs

One of the key things that Kyle discussed and felt was important is the *Student Success Scorecard 2015*. The scorecard is a great visual that shows a 93% placement rate for technical college graduates. In addition, the document indicates 96% of local employers are satisfied with graduates from the technical college system. These are great statistics that members can be using when advocating for their district. These materials will be available at your campuses and through the Boards Association.

Kyle mentioned that an animated Career Pathways video is currently being worked on, as well as updated guidebooks, wall charts and the middle school brochure.

The committee also discussed why WTCS isn't advertising during March Madness. Cost projections are around \$85,000 for advertising. The committee agreed that it should be considered in the future, specifically showing potential job placement rates and starting incomes.

### **Assistant Director Report – Steve Tenpas**

Steve said that the worksheet piloted for the Media Award would be implemented for the TECh Award and others to follow per schedule. Colleges who split the vote will need to determine how they will use the scoring worksheet.

### **Discussion/Recommendations Related to the Award Criteria**

The committee reviewed the award criteria timeline and weights for TECh Award, Board Member of the Year award and Distinguished Alumnus award. No changes were recommended.

Regarding the Media Award, there was some discussion on the criteria, particularly in support of increasing awareness of WTCS value.

## **Agenda topic ideas for July committee meeting**

The group would like to discuss Media Award criteria and weighting at the July Meeting.

## **Other business**

The committee will need a new co-chair, as Rhonda Sutton will no longer be on Southwest's board. Rhonda was thanked for her stellar service as co-chair.

Members were asked to identify potential nominees for the appointment of Association President.

The next meeting of the Marketing Committee will be held on Friday, July 15, 2016 in Wausau.

There being no other business, the Committee adjourned at 4:00 p.m. on a motion by James Riley (Waukesha), second by Lowell Prill (Moraine Park). Motion carried.

Minutes respectfully submitted by:

Dawn Garcia (Chippewa Valley), Committee Co-Chair and Recording Secretary