

The University of New England
Confirmed Minutes of the Marketing Committee Meeting
29 September 2006, 3 - 5pm
Council Room, Booloominbah

1. PRESENT

Prof Robin Pollard, PVC (D&I), Chair

Mr Martin Auster, Faculty of Arts, Humanities and Social Sciences

Mr Trevor Edgar, Student Administration and Services (for Mr Rick Nelson)

Mr Michael Maas, Residential System Manager

Ms Ingrid Rothe, Director Marketing and Public Affairs

Dr Kala Saravanamthu, Faculty of Economics, Business and Law

Dr Peter Shanahan, Faculty of Education, Health and Professional Studies

In attendance:

Ms Tanya Henley, Secretary

Apologies:

Mrs Wendy Hyde, Faculty of The Sciences

Dr John Kleeman, Director, Planning and Institutional Research

Absent:

Mr Lindsay Yates, Director International Marketing and Pathways

2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Minutes of the meeting on 28 August 2006 were confirmed.

3. BUSINESS ARISING FROM PREVIOUS MEETING

3.1 Paper being prepared by Dr Alan McKenzie re Year 10 Marketing Proposal

Michael Maas talked to the business paper prepared by Dr Alan McKenzie entitled "Year 10 Marketing Initiative". Ingrid Rothe indicated in principle support for the proposal, however recommended that the project needed to be properly scoped and that exploratory conversations with relevant schools within our core catchment should also be undertaken before deciding to proceed.

Action: I Rothe

MPA to review Year 10 Marketing proposal and prepare scoping document.

3.2 Potential to survey students who have withdrawn from their enrolled course in 2005.

The Chair raised the concern that a survey was not necessarily the most effective approach and that a "real time" survey at the time of student withdrawal was considered the best option. Trevor Edgar advised that development to enable such functionality is underway. Ingrid Rothe suggested that some of this data may already be available, for example data reports from the Service Quality Unit.

Action: I Rothe, R Nelson

MPA to provide Student Administration Services specification of data requirements. Student Administration Services to prepare a scoping document. This should be a one page document which also identifies frequency and method of reporting.

3.4 Marketing Plan (formerly Market Positioning Paper)

The second consultation draft of the University Marketing Plan was discussed. Ingrid Rothe highlighted that the plan is at consultation draft stage and requires additional data input from Student Administration Services.

The Chair advised that he had already passed on his input directly to Ingrid Rothe. This feedback is to be incorporated into the third consultation draft along with additional data and distributed to the Faculty representatives. Martin Auster suggested the report be distributed in electronic format.

Action 1: I Rothe

Rick Nelson to provide complete data set for Ingrid Rothe to include in the next draft of the Marketing Plan.

Action 2: I Rothe

Ingrid Rothe to provide updates of the consultation draft Marketing plan electronically to Faculty representatives for feedback.

6.1.1 Report on Advertising Tender Progress

It was noted that the tender was at the expression of interest stage and presentations from shortlisted agencies would occur in October. A discussion regarding the need for an agency also occurred.

Action: I Rothe

Ingrid Rothe to report on the Advertising Tender Process in due course.

6.1.2 Recommendations on Brand Policy

Ingrid Rothe advised that the Brand Review is an ongoing process and will keep the committee informed.

6.2.1 School Liaison Officer Schedule

The 2006 Schools Visit Schedule was provided and involved contact with 27,321 prospective students as at 12 September 2006. Ingrid Rothe advised that the schedule for the remainder of the year is indicative.

7.2.1 Faculty representatives' to provide feedback on UNE Experience

Written feedback was provided by FEHPS. Ingrid Rothe noted that the UNE Experience document would inform key messaging development. She also noted that the Brand Experience Pathways consultation document was developed on the on-campus, school leaver segment and that once feedback is obtained the document would be used as a model for other segments.

The Chair advised that the document entitled "Brand Experience Pathways" should be added as an appendix to the Marketing Plan.

7.2.2 Feedback from Faculty Representatives on MPA Performance

Written feedback provided by EBL and FEHPS. Issues raised included: meeting needs of other markets (as current advertising efforts are focused predominantly on school leavers); applying a mix of marketing experience (MPA and external bodies) and; the need to promote product over image (move from the generic to the specific by focusing advertising on a successful degree or discipline).

The Chair suggested the use of direct marketing as a possibly more effective medium for promotion. Ingrid Rothe noted there were already elements of this in use (ie mail outs during 2006 Mid Year Intake) and that it indeed generated a good return on investment. Kala Saravanamthu highlighted the need for product-based market research in order to inform product development and marketing strategy. This will be discussed further.

Michael Maas introduced the topic of metadata: google.com searches and specific keywords giving unfavourable search results in relation to UNE. He advised that this should be considered seriously for every webpage on the UNE site.

Action: I Rothe

Ingrid Rothe to raise the issue of metadata (ie effectiveness of online search results) with the web advisory group.

8.1 Mechanisms for monitoring advertising

It was noted that the business paper, as distributed, is a MPA submission and does not include input from Student Administration Services.

Action: I Rothe, R Nelson

Ingrid Rothe to develop a Scoping Document and send to Rick Nelson for Student Administration Services input.

8.2 2007 Intake Student Recruitment Plan

The Chair advised there is a possibility of financial support for additional recruitment activity. Ingrid Rothe advised the Committee that a submission had been prepared for an additional \$80,000. It is desirable that a decision be made soon in order to effectively implement proposed activities. The Committee endorsed a proposed additional spend.

Recommendations relating to Student Administration Services were made in the Business Paper. Rick Nelson to provide feedback to MPA on these.

The need for enhanced retention activity was discussed. Ingrid Rothe advised the Committee that feedback on the Faculty Mentoring Programme introduced for the 2006 Mid Year Intake had been received from all but FEHPS and that overall the programme had been well received. Ingrid Rothe is to report on this once all necessary faculty feedback has been received.

Action 1: R Nelson

Rick Nelson to provide feedback to MPA on recommendations relating to Student Administration Services made in the paper "2007 Intake Student Recruitment Plan".

Action 2: I Rothe

Ingrid Rothe to provide a report on the Faculty Mentoring Programme at the next meeting.

9.1 Corporate Communications Proposal

Ingrid Rothe reported that the document has been updated and that the programme is being scoped. Changes to the programme include a schools' newsletter, the addition of a corporate presentation (PowerPoint) and a corporate magazine. Smith's is set to wind down with the introduction of a new magazine with a commemorative version of Smith's to signal the changeover.

9.2 Faculty Advertising Schedules

EBL and FEHPS talked to the Business Papers provided. AHSS provided a verbal update.

9.3 Need for Coordinated Approach to University Marketing

Document was updated and was provided as a Business Paper for the committee's reference.

9.4.2 Marketing Plan

Working Party to Develop Marketing Plan

Ingrid Rothe advised the Committee that the working party has met and the current draft of the Marketing Plan before the committee had been prepared in conjunction with the working party membership.

Outstanding Action: R Nelson involving Schools in Conversion Activities.

No discussion at this time. Action pending.

9.4.3 Faculty Spend on Advertising in 2006

Faculty Reports

Kala Saravanamthu talked to her report entitled "EBL marketing: accounts for 2005/6 and future plans" noting that in 2005 the marketing spend, excluding staff recruitment totaled \$158, 307.75. Peter Shanahan talked to his report entitled "FEHPS marketing Plan for Sep-Dec 2006" noting that the figures spent on advertising by FEHPS is probably higher than the figure printed in the report. Martin Auster provided a verbal report on AHSS spending indicating figures were difficult to obtain as the approach to advertising and promotion in the faculty was decentralised.

MPA Summary Report – 2006 Advertising

Ingrid Rothe talked to her report entitled "Advertising Spend as at 18 September 2006" and advised the Committee that only advertising carried out through the Advertising Coordinator was listed in the report.

4. COMMENTS FROM THE CHAIR

The Chair reiterated comments made at the August 2006 meeting where he indicated that matching dollar-for-dollar funding could be provided for Faculty activities that are fully integrated with the Marketing Plan.

5. MARKETING AND PUBLIC AFFAIRS – DIRECTOR'S REPORT

Ingrid Rothe talked to her report entitled "Marketing and Public Affairs – Deliverables Report – August 2006" highlighting that 75 school visits had been undertaken, 23 media releases issued, 58 media interviews coordinated and 313 media hits recorded.

6. OTHER BUSINESS

No discussion at this time.

7. NEXT MEETING

25 October 2006