

The University of New England
Confirmed Minutes of the Marketing Committee Meeting
25 October 2006, 3 - 5pm,
Conference Room, Lamble Building

1. PRESENT

Prof Robin Pollard, PVC (D&I), Chair
Mr Martin Auster, Faculty of Arts, Humanities and Social Sciences
Associate Prof Robin Jessop, Faculty of the Sciences
Dr John Kleeman, Director, Planning and Institutional Research (left 4.30pm)
Mr Rick Nelson, Director, Student Administration and Services (left 4.30pm)
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
Mr Lindsay Yates, Director, International Marketing and Pathways

In attendance:

Ms Tanya Henley, Secretary
Associate Prof Pranee Sungkatavat, Sukhothar Thammathirat Open University, Thai
Executive Leadership Program, Observer

Apologies:

Mr Michael Maas, Residential System Manager

2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Minutes of the meeting on 29 September 2006 were confirmed.

3. BUSINESS ARISING FROM PREVIOUS MEETING

3.1 *Year 10 Marketing Proposal prepared by Dr Alan McKenzie.*

Ingrid Rothe advised that the scoping document is in progress and will be presented to the December meeting.

Action: I Rothe

MPA to present Year 10 scoping document at the December meeting.

3.2 *Potential to survey students who have withdrawn from their enrolled course in 2006.*

Ingrid Rothe has drafted a specification document covering the data requirements for a "real time" survey at the time of student withdrawal. Document to be provided to Student Administration Services (SAS) week beginning 30 October.

Action: R Nelson

SAS to prepare a one page scoping document which also identifies the frequency and method of reporting.

3.4 *Marketing Plan*

The 4th consultation draft has been drafted and is awaiting final data from SAS before distribution to the Marketing Committee membership for feedback. Rick Nelson advised that he has requested data from the Students Systems team and will provide shortly.

Action 1: R Nelson

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 continue providing updates of the Marketing Plan consultation draft electronically to Faculty representatives for feedback.

6.1.1 Report on Advertising Tender Progress

Ingrid Rothe informed the Committee that three companies have been shortlisted to the next stage of the Tender. Ingrid Rothe to update the Committee on the Advertising Tender Process in due course.

7.2.2 Metadata: Effectiveness of online searches

Ingrid Rothe raised the issue of metadata with Daniel Gooch. Problem to be addressed through the Web Advisory Group. Metadata to be included at the web content stage. Templates and information on web content to be provided as a guide for the implementation of new web pages.

Google.com Advertisement

The Chair raised the issue of the rotational Google.com (online search) advertisement giving unfavourable search results in relation to UNE. Ingrid Rothe advised that this was currently being investigated.

Action: I Rothe

Ingrid Rothe to advise outcome of investigation into Google.com (online search) advertisement and will address through the Additional Marketing Funds Working Party.

8.1 Mechanisms for monitoring advertising

Ingrid Rothe informed the Committee that the draft version of the Student Recruitment Measurement Matrix had been sent to SAS for consultation. The process will be trialled for the Additional Marketing Activity. Results to be brought to the Marketing Committee for review and consideration of the process for implementation in all future Marketing activities.

Action: I Rothe

Ingrid Rothe to present the proposed Student Recruitment Measurement Matrix to the next meeting.

8.2 2007 Intake Student Recruitment Plan

Ingrid informed the Committee that feedback has been received from all faculties and the Student Centre. Rick Nelson added that postcode data are being collected and will be presented at the next Additional Marketing Funds Working Party meeting.

Outstanding Action: I Rothe

Ingrid Rothe advised that the final report on the Faculty Mentoring Programme is near completion and will be presented to the next meeting.

9.4.2 Involving Schools in Conversion Activities.

R Nelson informed the committee that restructure of the faculties and schools means that there has been very little progress. The Chair advised that the status quo should be assumed until decisions dictated otherwise.

Outstanding Action: R Nelson

Action pending.

4. COMMENTS FROM THE CHAIR

The Chair presented an overview of the purpose for and the recent activities of the Additional Marketing Funds Working Party indicating that in order to counterbalance the drop in required EFTSL numbers the Vice-Chancellor agreed to proposals by Ingrid Rothe and Lindsay Yates for additional funding for marketing activity up until the end of February 2007. The Additional Marketing Funds Working Party meets fortnightly, is chaired by Professor Robin Pollard and includes members:

Mrs Sally Henning, Manager, Marketing Programs
Dr John Kleeman, Planning and Institutional Research
Mr Rick Nelson, Director, Student Administration and Services
Prof David Rich, PVC Academic
Ms Ingrid Rothe, Director, Marketing and Public Affairs
Dr Kala Saravanamthu, Faculty of Economics, Business and Law
Mr Lindsay Yates, Director, International Marketing and Pathways

Additional Funds are conditional on incorporation of appropriate measures of effectiveness.

The need for a product specific focus is currently being reviewed. Discussions have resulted in the proposal for a half generic – half course specific advertising program. Ingrid Rothe, in consultation with the Chair, is following-up on a process of product specification and competitor market assessment required for course specific based advertising.

5. MARKETING AND PUBLIC AFFAIRS – DIRECTOR’S REPORT

5.1 MPA Deliverable Report – September 2006

Ingrid Rothe briefly talked to the MPA Deliverables Report for September 2006.

5.2 2007 Intake – Additional Marketing Activity

Ingrid Rothe talked to the report entitled “2007 Intake – Additional Marketing Activity” which notes the increased EFTSL target and gives an outline of Marketing recommendations including the proposed additional spend on marketing activities to be focused on Distant Education recruitment in Metropolitan areas.

Ingrid Rothe noted that telemarketing will occur in December. Planning and implementation of product specific mailouts will also be occurring soon. MPA to work with each faculty to review focus areas.

5.3 Product Specification and Market Assessment

Ingrid Rothe presented the consultation draft pro forma “Product Specification and Market Assessment” to be incorporated into existing academic renewal, course design and review processes. She noted that the Chair had already provided feedback which has yet to be incorporated. Ingrid Rothe advised that an updated document would be distributed shortly and asked for the Committee’s feedback by Wednesday 1 November for inclusion.

Once faculty feedback has been incorporated, the draft will be presented to the Marketing Committee for final approval and progressed to Teaching and Learning Committee for incorporation into standardised processes. This market-based and standardised processes approach will also be used to drive the development of marketing materials and web content.

The Committee suggested employability and professional accreditation be added to the pro forma.

The Chair advised that the Product Specification and Market Assessment pro-forma would be utilised to inform development of product marketing scheduled for November and December and coordinated through the Additional Marketing Funds Working Party.

Action 1: I Rothe

Ingrid Rothe to incorporate feedback and present final “Product Specification and Market Assessment” pro-forma to the next Marketing Committee meeting.

Action 2: Faculty Representatives

Faculty Representatives to complete by 1 November “Product Specification and Market Assessment” pro-forma and submit to Ingrid Rothe for review by the Additional Marketing Funds Working Party.

5.4 “Schools Liaison Program – Impact Report Student Recruitment 2006 Intake”

Ingrid Rothe talked to the report which reviewed the programs effectiveness against recruitment measures including:

- UAC First Preference
- SRAS Applications
- Scholarship Applications

The report compares active SLO periods (2003 – 06) with non-active SLO periods (2000 – 02). The application data show common trends:

- A decline in applications from areas with no SLO contact.
- Stability and/or increase in applications from areas that do have SLO contact.

The report recommends that UNE:

1. Maintain existing levels of SLO activity.

Strategy C1: Aim 1 of the *Draft Strategic Plan 2007 – 2010* (as at 10 October 2006): “On-campus enrolments at least maintained to 2010”.

Strategy C.4: Aim 2 of the *Draft Strategic Plan 2007 – 2010*: “By 2010 a repositioned UNE attracting 50% (from 30%) of those in the local-region population who decide to attend University”.

2. Review and expand the Schools Liaison Program to achieve corresponding on-campus growth. The University Marketing Plan will address new programs and activities to meet the University’s Priorities outlined above.

Recommendation 1 - Endorsed by the Committee.

Recommendation 2 - MPA will begin market assessment and report back to the Marketing Committee in due course.

Robin Jessop noted to the Committee the importance of SLO contact for The Sciences in regional areas. The Chair suggested the possibility of renaming SLO officers to “Community Liaison Officers” requiring additional activities in broader community liaisons. He also suggested that SLO officers carry two business cards reflecting this dual role.

5.5 “SRAS Market Intelligence and Recommendations - MPA Submission to Marketing Committee”

A review conducted by MPA indicated a need for improved communication of the schemes' offerings to prospective students and the UNE community. Ingrid Rothe noted the scheme is an important marketing tool enhancing conversion and providing some protection from competitors.

The report recommended that:

1. UNE continue to support the SRAS programme as an integral part of our product offering, converting early offers in Early and Preliminary Rounds.
2. UNE should not offer bonus UAI points because the SRAS scheme offers early conversion without appearing to drop or devalue UAI cut offs.
3. The SRAS programme should be renamed after demand-led market research as to a suitable name. MPA to scope.
4. Introduce internal and external stakeholder communications plan for SRAS 2008 intake. MPA to develop by February 2007.
5. That completion of an Academic skills course should be mandatory for all UNE entrants. Student Assist to scope.

The Marketing Committee approved recommendations 1 – 4. Recommendation 5 was not approved. Paper to be modified accordingly and referred to Teaching and Learning Committee for discussion.

5.6 Open Day Date

Ingrid Rothe talked to the proposal that the 2007 Open Day be moved to Thursday 6th of September (raised due to a clash with a public holiday proposed by the Federal Government for Friday 7th). Other alternatives were considered to be less favourable. The proposal was agreed to by the Committee.

5.7 Corporate Communications – Implementation Update

Report provided for the Committee's information.

5.8 2006 Annual Report – Project Outline

Report provided for the Committee's information.

6. International Marketing and Pathways – Additional Marketing, Recruitment and Related Activities (October 2006 – February 2007) – Mr Lindsay Yates

Lindsay Yates talked to his report entitled “International Marketing and Pathways – Additional Marketing, Recruitment and Related Activities (October 2006 – February 2007)”. Effectiveness measures have been put in place and will be reported to both the Marketing Committee and the Additional Marketing Funds Working Party.

7. Market Analysis Project – Dr John Kleeman

John Kleeman talked to his report entitled “Report to the Marketing Committee - Market Analysis Project”. He noted it was the first of a series of reports to be produced by Planning & Institutional Research and MPA. It included the comparison of nine Australian IBTs and similar providers (university links and pathways) featuring fee help assistance. It was noted that whilst UNE had similar arrangements in place that a key differentiator was that effective partners had their premises located on university campuses.

8. FEHPS Advertising – Dr Peter Shanahan

Peter Shanahan talked to his proposal for dollar-for-dollar funding. The Chair requested Peter Shanahan prepare a market assessment for MPA to review prior to the approval of any funding. Conditional funding was approved subject to MPA's review of the market assessment.

Action 1: P Shanahan

Prepare a market assessment of proposed advertising for MPA to review.

Action 2: I Rothe

The Chair advised the Committee of his approval of the FEHPS advertisements in the New Zealand based "Higher Ground Magazine". Funding is subject to review by MPA due to time constraints.

Action 3: I Rothe

Ingrid Rothe to develop criteria for marketing advertising proposals to be brought before the Marketing Committee under the dollar-for-dollar scheme.

9. OTHER BUSINESS

9.1 EBL Funding Request

Kala Saravanamthu tabled a request for 100 % funding of proposed EBL marketing activity to the Committee.

- MBA Postgraduate Expo \$10,000
- MBA Connect \$6,000
- 3 magazine advertisements (12 months) \$12,000

Ingrid Rothe recommended that postgraduate expos be supported but on a centrally co-ordinated basis.

Action 1: I Rothe

MPA to fund and co-ordinate UNE-wide presence at 2007 postgraduate expos.

Action 2: K Saravanamthu

Kala Saravanamthu to prepare a Product Specification and Market Assessment of proposed marketing activity for consideration.

9.2 Protocols for Advertising: EBL advertisement design

Kala Saravanamthu tabled an MBA-designed advertisement and raised concerns with the use of UNE corporate templates. Ingrid Rothe advised that with the appointment of a new agency, new templates would be developed. It was agreed that the MBA program could continue to use advertising templates as approved by the former Vice-Chancellor until the introduction of a new corporate template. The Committee requested the redesign process be expedited.

Action: I Rothe

Ingrid Rothe to expedite creative advertising redevelopment process.

10. NEXT MEETING

30 November 2006