

**University Marketing Committee**  
**Minutes of the Marketing Committee Meeting**  
**27 February 2008**  
**3.00 - 4:00 pm**  
**Conference Room, TC Lamble**

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**1. PRESENT**

Professor Stephen Colbran, Acting Deputy Vice-Chancellor (Academic Planning & Renewal) (Chair)

Mr Dan Alter (Professional Officer, Environmental and Rural Science) (Assoc Prof Robin Jessop's representative)

Dr John Kleeman (Director, Planning and Institutional Research) (arrived 3:10pm)

Dr Jenny Rindfleish (School of Business, Economics and Public Policy)

Ms Ingrid Rothe (Director, Marketing and Public Affairs)

Mr Michael Schmitz (School of Humanities)

Mr David Ward (Master, Earle Page)

Mr Lindsay Yates (Director, International Marketing and Pathways)

**In attendance:**

Ms Tanya Henley (Minute Taker)

**Apologies:**

Ms Eve Woodberry, (Acting Deputy Vice-Chancellor Academic Services)

Mr Greg Balcombe (Deputy Director, Student Administration and Services)

Associate Professor Robin Jessop (Faculty of the Arts and Sciences)

Associate Professor Nadine McCrea (School of Education)

**2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

Minutes of the meeting on 21 November 2007 were confirmed with one change:

Page 2, item 5, 3<sup>rd</sup> paragraph, 2<sup>nd</sup> sentence: 'VCC' to be changed to 'DVC (D&I)'.

**3. BUSINESS ARISING FROM PREVIOUS MEETING**

**Alumni Relations**

**Item 5.9 Discussion Paper on Convocation and Alumni Issues – Jennifer Miller**

The Committee requested to know the status of Report on Convocation.

**Action 5.9: Ms Eve Woodberry**

Ms Eve Woodberry to report back to the Committee regarding the above Convocation report at the next meeting.

**4. COMMENTS FROM THE CHAIR**

There was a general discussion regarding the University's consultation process for the Marketing and Product Review conducted in 2007.

The Chair advised that the engagement process with schools and the Marketing Committee should be looked at and suggested that school representatives be invited as observers to the next Marketing Committee meeting. Ingrid Rothe noted that the Chairs of School Marketing / Publicity Committees should also be invited to take part in discussion. The Committee voted in favour of this recommendation.

**Action 4: Committee Membership**

Ingrid Rothe to invite HOS and Chairs of School Marketing / Publicity Committees to attend the next Marketing Committee meeting. These representatives may take part in discussion but not participate in the voting process.

**5. DIRECTOR'S REPORT - MARKETING AND PUBLIC AFFAIRS****5.1 MPA Deliverables**

Due to technical difficulties, MPA November / December 2007 Deliverables were not made available at this time. These reports may be emailed to the Committee upon request.

**5.2 Report 1 – Course Development, 21 Nov 2007****5.3 Report 2 – Marketing Review, 21 Nov 2007****5.4 Report 3 – Market Research Insights, 21 Nov 2007**

Ingrid Rothe noted that the Reports 1, 2 and 3 should be carefully reviewed for initial comment so that the CDO may be presented with a clear plan. She recommended that there be a Workshop Review of Reports 2 and 3, allowing sufficient time to go through issues raised prior to the next Marketing Committee meeting and in preparation for the appointment of the CDO.

**Action 5.3 – 5.4a: Committee Membership**

Committee Membership to review the above reports in consultation with the faculties and report back prior to the next meeting with any changes or recommendations.

**Action 5.4 – 5.4b: Ingrid Rothe**

Ingrid Rothe to organise workshops inviting representatives from the Marketing Committee or at least one representative from each sub group / faculty.

**5.5 MPA Key Result Areas**

Ingrid Rothe discussed the Marketing Review in relation to the upcoming appointment of the new Chief Development Officer. She noted that while the Strategic Marketing Plan will be reviewed with the CDO in a consultative fashion, for the time being she is proceeding with the current Marketing and Public Affairs 2008 Plan, but operating consistently with the recommendations made in the Marketing Review. She reported that the articulation of the key result areas in relation to the Strategic Marketing Plan reflects MPA staff reorganisation being completed at the moment that it is consistent with alignment to recommendations made in the above submitted reports and to budget / resource limitations.

Ingrid Rothe explained that the same planning overview has been completed for Alumni and Fundraising and that she is currently Acting Director for this department.

Ingrid Rothe tabled her report entitled ' Provision of Photography Services by Marketing and Public Affairs (MPA) '.

The Chair added that a Market Analyst will eventually be hired, though not in time for 2009, as the Marketing Review reports are to be progressed by the incoming CDO.

### **Action 5.5a: Committee Membership**

Committee Membership to review this document within faculties and schools to ensure it clearly articulates to the University Community what MPA actually delivers.

A general discussion followed in relation to MPA reorganisation.

Ingrid Rothe noted that Marketing Committee guidelines originally produced by the Marketing Committee need to be reviewed.

### **Action 5.5b: Ingrid Rothe**

Ingrid Rothe to review and email recommendations re: market assessment of proposed courses to the Chair prior to the next VCC meeting for review (this coming Thursday).

### **5.6 Deferrals Weekend Proposal**

It was reported that last year's deferrals event was a UNE-wide pilot program. The event was previously a Science only project) and that of the 50 attendees, 74% were enrolled by 2008. The following recommendations were discussed:

#### **Strategic Recommendations for 2008:**

1. To organise a Deferrals Weekend similar in format to the 2007 event (ie a UNE-wide run event) and to hold the event on dates Saturday 19 and Sunday 20 of April this year.
2. A budget of \$5000 is required based on an estimate of last year's event. Marketing and Public Affairs has a budget allowance to the amount of \$3000. It is recommended that either the Faculties give financial contribution of \$1000 each or the Residences contribute in kind accommodation expenses (as the majority of the expense is for accommodation).
3. The Faculties nominate a point of contact to liaise with MPA to progress the event.

Dan Alter noted that an amount of \$1000 had already been included in their 2008 publicity budget. David Ward added that he would perform an analysis of the number of attendees that applied to / or are currently living in residence to determine whether or not the Residency would "sponsor" this event.

### **6. DIRECTOR'S REPORT – INTERNATIONAL MARKETING**

Lindsay Yates talked to his report. There was general discussion.

### **7. OTHER BUSINESS**

No other business at this time.

### **8. NEXT MEETING**

Date: 30 April 2008  
From: 3 – 4.30 pm  
Venue: Lamble Conference Room

## **ACTION ITEMS:**

### **3.0 Business Arising from Previous Meeting – Alumni Relations**

Eve Woodberry to report back to the Committee regarding Report on Convocation at the next meeting.

### **4.0 Comments from the Chair – Invitation to attend next Marketing Committee Meeting to HOS/Marketing/Public Relations Committees**

Ingrid Rothe to invite HOS and Chairs of School Marketing / Publicity Committees to attend the next Marketing Committee Meeting.

### **5.0 Director's Report – Marketing and Public Affairs**

#### **5.3-5.4a: Committee Membership – Review Marketing Research Reports 2 & 3 dated 21/11/07**

Committee Membership to review Reports 2 and 3 in consultation with the faculties and report back prior to the next meeting with any changes or recommendations.

#### **5.4-5.4b: Ingrid Rothe – Workshops to Review Marketing Reports 2 & 3 dated 21/11/07**

Ingrid Rothe to organise workshops inviting representatives from the Marketing Committee or at least one representative from each sub group / faculty.

#### **5.5a: Committee Membership – MPA Key Result Areas**

Committee Membership to review this document within faculties and schools to ensure it clearly articulates to the University Community what MPA actually delivers.

#### **5.5b: Ingrid Rothe – Review Recommendations re: Market Assessment of Proposed Courses**

Ingrid Rothe to review and email recommendations re: market assessment of proposed courses to the Chair prior to the next VCC meeting for review (28 February 2008).