

The University of New England
Confirmed Minutes of the Marketing Committee Meeting
30 November 2006, 2 - 4pm,
Conference Room, TC 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 (present 3 – 3.30pm)
Mr Michael Maas, Residential System Manager
Ms Ingrid Rothe, Director, Marketing and Public Affairs
Dr Kala Saravanamthu, Faculty of Economics, Business and Law
Mr Andrew St John Brown, Assistant Registrar and Head Student Services (Nominee R Nelson)

In attendance:

Ms Tanya Henley, Secretary

Apologies:

Mr Rick Nelson, Director, Student Administration and Services
Dr Peter Shanahan, Faculty of Education, Health and Professional Studies
Mr Lindsay Yates, Director, International Marketing and Pathways

2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Minutes of the meeting on 25 October 2006 were confirmed with the following correction:

(Page 4, Agenda Item 5.4 “Schools Liaison Program”, Recommendation 1)
‘Approved by the Committee’ to be changed to ‘Endorsed by the Committee’.

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 next meeting.

Action: I Rothe

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

3.2 *Potential to survey students who have withdrawn from their enrolled course in 2006.*

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

Outstanding 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 Chair informed the Committee that the consultation draft of the Marketing Plan has been placed on the web and that all relevant feedback received will be incorporated. The Chair noted that feedback in the form of an ‘opinion’ will be disregarded. The consultation draft is awaiting final data from SAS.

Outstanding Action: R Nelson

Rick Nelson to provide complete data set for the next draft of the Marketing Plan.

6.1.1 Report on Advertising Tender Progress

Ingrid Rothe provided an update on the advertising tender process with 3 agencies selected to go through to the final stage.

7.2.2 Metadata: Effectiveness of online searches

Ingrid Rothe informed the Committee that the problem is being addressed through the Web Advisory Group.

Google.com Advertisement re unfavourable search results in relation to UNE.

Ingrid Rothe reported the outcomes of her investigations into the rotational Google.com (online search) advertisement.

The amount of rotation is dependant on:

- the ratio of funds provided by each university to advertise
- the number of universities competing for the same advertising space
- relevance (ie. searches deemed relevant by clicking)

Ingrid Rothe noted that the university receiving the most market exposure would be paying well over the amount budgeted by UNE. She also informed the Committee that last year's results for UNE were more favourable as fewer universities were competing for the same advertising space.

9.1 EBL Funding Request

Request for 100% funding of proposed EBL marketing activity including MBA Connect and 3 magazine advertisements. The Chair noted that dollar-for-dollar funds will require matching by the faculty.

Action: I Rothe

Ingrid Rothe to consider the Product Specification and Market Assessment for the proposed EBL marketing activity.

9.2 Protocols for Advertising

Brand Focus groups currently in progress with consultation with key stakeholders to inform creative development upon the appointment of a new advertising agency.

9.4.2 Involving Schools in Conversion Activities.**Outstanding Action: R Nelson**

Action pending.

4. COMMENTS FROM THE CHAIR

The Chair informed the Committee that the outcomes of all additional marketing will be assessed at the next Additional Funds Marketing Working Party meeting to be held in January next year.

The Chair also noted a concern that UK based Heriot-Watt University poses a competitive threat to UNE's MBA.

Ingrid Rothe noted that Fee-Help for private providers is also an increasingly competitive factor.

5. MARKETING AND PUBLIC AFFAIRS – DIRECTOR’S REPORT

5.1 MPA Deliverable Report – October 2006

Report provided for the Committee’s information.

5.2 Brand Name and Icon Recommendations

Ingrid Rothe talked to her proposal that the following brand recommendations be approved:

- 1) drop the Capital ‘T’ in ‘The University of New England’; and
- 2) phase out the use of The Flame icon.

Recommendations 1) and 2) were unanimously endorsed by the Committee.

Action: I Rothe

Ingrid Rothe to email the above brand proposal to the Vice-Chancellor for approval prior to implementation.

5.3 Faculty Academic Mentoring

Ingrid Rothe talked to her report entitled ‘Faculty Academic Mentoring’. She noted the programme was primarily a retention activity for new-to-UNE commencing students. Ingrid Rothe made the recommendation that the programme continue in 2007. Further recommendations were as follows:

1. Rename the programme to avoid confusion with current Faculty Mentor service for first year students;
2. Build programme into operational timelines;
3. Provide a clear briefing process for participants (recommend briefing be held soon for Semester 1, 2007 intake);
4. Develop clear contact protocols;
5. Quality assured contact lists;
6. Mentors to be assigned by school. (One faculty mentor is likely to be an insufficient resource for Semester 1 intake);
7. Develop a consistent reporting process; and
8. Evaluate programme quantitatively and qualitatively.

The Chair agreed that the programme should be institutionalised. The Committee supported Ingrid Rothe’s recommendation that the above proposal be referred to the PVC Academic for review.

Action: I Rothe

Ingrid Rothe to submit the Faculty Mentoring Report and its recommendations to the PVC Academic for consideration.

5.4 University and Faculty Marketing

Ingrid Rothe talked to her consultation draft entitled “University and Faculty Marketing” noting the different marketing and publicity approaches employed by the four faculties. Her report recognises the need for a more unified approach to faculty-based marketing in order to maximise marketing effectiveness and to improve communication between the faculties and MPA. The following recommendations were put forward for discussion:

1. Allocation of the two existing Marketing Officers to act as the single point of contact to particular school groupings.
 - Physically based in the faculty or similar organisational unit
 - Preserve current reporting line

- Develop and implement faculty, school and product / course specific marketing activity, coordinate Faculty participation for centralised marketing activity such as Postgraduate Expos, Open Day etc, and contribute to centralised / brand marketing campaigns and activities as directed.

2. Roles and responsibilities to be clearly delineated.

Kala Saravanamthu noted a concern with the proposal. She suggested instead that all product specific marketing be made the responsibility of the faculties.

Robin Jessop suggested that fragmented marketing would not work to improve marketing effectiveness for UNE.

Martin Auster noted that while the relationship between MPA and The Arts would benefit from such improvement, the approach to marketing in The Arts was driven by individual course coordinators.

The Chair proposed forming a working party to report to the next meeting.

Kala Saravanamthu addressed a later agenda item and tabled a two page document: a DNA man advertisement and; a printout of email correspondence between Roley Piggott and Sally Henning re suggestions for Key Selling Points for Business, Financial Administration and Law dated 7 November, 2006.

Kala Saravanamthu raised concerns in relation to the implementation of decisions made at a meeting called on the 13th of October. The Chair noted that the problem had already been dealt with prior to this meeting.

Action: J Kleeman, R Jessop

John Kleeman and Robin Jessop to review and consult with faculties and report to the next meeting.

5.5 Student Recruitment and Measurement Matrix

Ingrid Rothe presented her Student Recruitment and Measurement Matrix document noting that it incorporated all feedback received to date.

5.6 Product Specification and Market Assessment pro-forma

Ingrid Rothe presented the final draft pro-forma "Product Specification and Market Assessment" for approval by the Committee. The Committee suggested that a course heading be included at the top of the pro-forma.

Action 1: (A St John Brown) / R Nelson

Andrew St John Brown to pass on the final pro-forma to the Student Centre for further feedback and to investigate the pro-forma's placement onto the internal website. (CRM course and unit database)

5.7 Additional Funding and Marketing Working Party – Product Specification and Market Assessments

The following six completed Product Specific and Market Assessment pro-formas were chosen for product specific mailouts:

- Agribusiness
- Agricultural and Resource Economics
- Business
- Bachelor of Communication Studies
- Professional Accounting

- Rural Science

Ingrid noted the short timeframe for which the course coordinators were required to complete the pro-formas and informed the Committee that in future, all pro-formas will undergo more extensive consultation before progressing by MPA and the faculties.

The Chair noted the need for a flexible system to be implemented for updating course pro-formas as required.

Robin Jessop suggested that every course be documented in the same way.

Implementation process to be discussed by the Marketing Committee in due course.

5.8 Web Measurement Report

Ingrid Rothe informed the Committee that a formal report would be presented to the next meeting. Reporting summary results as:

Topline Results:

Impressions	639,784
Clicks	8,587
Click Through Rate	1.36%

UNEweb Traffic

- 353 users have visited the Study at UNE page
- 310 users have browsed the Study at UNE course page
- 11 users have submitted an enquiry through to UNE (9 from Overture and 2 from Google)

UNEweb

Total Hits / month have increased by 9.95% compared to last year.

5.9 Brand Process Review

Ingrid Rothe reported on the outcomes so far of the brand process review. Brand focus groups are targeting competitor and UNE web page layout, current advertising and tag lines.

6. Planning for Discretionary Marketing

Ingrid Rothe provided a verbal overview advising that a consultation draft was being prepared for review at the next meeting. Ingrid Rothe noted that the plan requires further discussion with faculty representatives but suggested a quarterly plan with measurements of outcomes would allow for the effective distribution of funds.

Action 1: I Rothe

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

7. Relationship between MPA and the Faculties regarding Product Specific Marketing – Dr Kala Saravanamthu

No papers submitted for Business Paper. Kala Saravanamthu addressed item under Agenda Item 5.4, University and Faculty Marketing.

8. OTHER BUSINESS

8.1 Proposed UNE weekend for deferrals

Robin Jessop suggested a UNE weekend around Easter (semester 2 inclusive) to help boost re-enrolment rates and UNE awareness.

Action: I Rothe, R Jessop

Ingrid Rothe to consult with Robin Jessop, to scope the proposal of a UNE weekend and report back to the Marketing Committee.

10. NEXT MEETING

31 January 2007

TC Lamble Conference Room

3 - 5pm