

The University of New England
Confirmed Minutes of the Marketing Committee Meeting
31 January 2007, 3 – 5.10pm,
Conference Room, TC Lamble Building

1. PRESENT

Prof Robin Pollard, DVC (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
Mr Rick Nelson, Director, Student Administration and Services (arrived 4:45pm)
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
Mrs Sally Henning, Manager, Marketing Programs (Observer)

Apologies:

Nil.

2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Minutes of the meeting on 30 November 2006 were confirmed with no changes.

3. BUSINESS ARISING FROM PREVIOUS MEETING

5.2 Brand Name and Icon Recommendations

Ingrid Rothe informed the Committee that the recommendations have been approved by the Vice-Chancellor. A formal announcement is yet to be issued.

5.3 Faculty Academic Mentoring

Ingrid Rothe informed the Committee that the Faculty Mentoring Report has been submitted to the PVC Academic for consideration.

5.4 University and Faculty Marketing – Dr John Kleeman / Assoc Prof Robin Jessop

John Kleeman / Robin Jessop outlined the key points of their University and Faculty Marketing Consultation Draft. The paper recommends a schema for school activity and the relationship with the Marketing Committee. John Kleeman noted that the report is designed to coordinate the use of resources and activity so it is consistent and useful for schools following the reorganisation.

Key points were as follows:

- Each school appoints one of its staff to be a marketing and student recruitment convenor for the courses in the school.
- One contact within MPA to liaise with schools to provide professional input and direct assistance with the planning process and with organisation.
- MPA will ensure consistency of approach in brand and image and coordination for the budgeting of MPA contributions to course-based marketing and recruitment, as well as facilitate activities.

- MPA will be responsible for convening meetings and working groups of school marketing and student recruitment convenors, to ensure that school marketing and student recruitment plans are coordinated of organisation and operation, and to facilitate the sharing of information.

The paper suggested that the Marketing Committee will be responsible for:

1. Approving school marketing and student recruitment plans and budgets.
2. Providing templates to guide schools in the choice of marketing and student recruitment activities.
3. Providing the overall framework of marketing and recruitment activities.
4. Approving a central marketing and student recruitment plan and budget that provides for UNE-wide activities that are common to students across schools.
5. Annually convening a forum of all school convenors, reviewing the effectiveness of plans and their outcomes (with measurements) and reporting to the university.

Robin Jessop stressed that school heads will be required to be proactive in marketing and that although media advertising is important, on-ground recruitment activities in particular needed a coordinated approach for success at events such as Careers Expos.

The Chair noted that the approach appears flexible and workable and advised the consultation draft be taken to the Faculty Executives.

Action: MPA and Faculty Representatives

MPA and current faculties / Deans to report back to the next meeting with comments to the Marketing Committee.

8.1 Proposed UNE weekend for deferrals

Robin Jessop tabled last year's deferrals' event program and proposed that the information weekend, previously coordinated solely by The Sciences, become a UNE-wide event. He recommended dates 28th / 29th of April and advised quick action be taken.

The Chair indicated his support.

Action A: Ingrid Rothe

Ingrid Rothe to email briefing notes on the event to Faculty Representatives.

Action B: Faculty Representatives

Faculty Representatives to take proposal to Deans for consideration and indicate to MPA their decision of involvement by the end of the week. One project owner per faculty to be nominated as a representative for involvement in this event.

4. COMMENTS FROM THE CHAIR

The Chair requested John Kleeman deliver a brief overview to the membership regarding low UNE load results this year.

The Chair noted a need to reconsider UNE's product portfolio; the need for distinctiveness and niche prediction / positioning. He advised that as UNE is not well placed to identify these niches, an external consultant will be employed to identify and analyse market opportunities. He also noted that marketing activities will now shift focus to retention (as discussed within the Enrolment Steering Group.)

5. MARKETING AND PUBLIC AFFAIRS - DIRECTOR'S REPORT

5.1 MPA Deliverable Report – November / December 2006

Report provided for the Committee's information.

5.2 2007 Intake – Additional Marketing Activity

Ingrid Rothe talked to her report entitled '2007 Intake Recruitment Activity – MPA Activity' providing an overview of all additional marketing as well as to marketing activities routinely carried out by MPA. She also informed the membership of the extra additional funding and marketing activity undertaken in December 2006.

Key result areas listed in the report were:

1. Telemarketing : Preferences (UAC/QTAC), Residences (Round 3 & 5), UAC (Round 3), SRAS (successful), QTAC (Offer) & Course Specific
2. Direct Mail : Alumni Mail Out & Course Specific
3. Advertising : Press (Metro & Rural), Online (Display & Search Engine) & TV
4. Additional Conversion Activity : SAS follow up telemarketing
5. Other campaigns including Campus Tours, change of Preferences Web Page

The Chair congratulated MPA staff on their performance in delivering substantial additional marketing activity.

5.3 Planning for Discretionary Marketing

Ingrid Rothe presented her consultation draft "Dollar-for-dollar matching – First Principles". She informed the Committee that a previous MBA action item needed to be reviewed in context with all faculty funding proposals for the year.

Robin Jessop noted that as the dollar-for-dollar funding was a new concept it would be necessary to understand how much would be available both for the dollar-for-dollar Faculty matching scheme and for Marketing and Public Affairs.

The Chair informed the Committee he was confident that sufficient central funds would be available for dollar-for-dollar matching however recognised that funding for Marketing and Public Affairs would be reduced accordingly.

Action: Faculty Representatives

Faculty Representatives to provide Ingrid Rothe with their dollar-for-dollar requests for 2007 by the end of February for consolidation and presentation to the March meeting.

5.4 Advertising Plans – January through March 2007

MPA plan provided for the Committee's information.

5.5 2007 Budget – February / March Submission

Ingrid Rothe informed the Committee, as advised by the Chair, the 2007 MPA "Discretionary Budget" was to be approved on an 8-week-in-advance basis through the Marketing Committee. A breakdown of the MPA discretionary budget for February and March was provided.

There was some discussion about this model. Concern was raised about a negative impact on programme delivery due to late approvals to planning. Ingrid Rothe advised that a more sustainable model would need to involve the Marketing Committee as part of UNE's annual budget development process.

That is:

1. Consultation process through Marketing Committee prior to 2008 budget submission
2. MPA budget submission
3. Review and approval through University Council Finance Committee
4. Review and approval through UNE Council
5. Quarterly review of outcomes by the Marketing Committee

This allows for appropriate lead time for the effective implementation of marketing programmes and campaigns.

The suggested proposal was endorsed by the Committee to take effect in the 2008 budget development process.

The issue of the 2007 budget was raised. Ingrid Rothe suggested that the Committee approve MPA's February / March discretionary marketing budget provided in the business paper. This would allow faculties to submit their 2007 dollar-for-dollar faculty matching request to be collated into the March – December 2007 Discretionary Marketing Budget proposal for an holistic approach to the budget allocation process.

The Committee approved this proposal.

Ingrid Rothe noted that MPA's operational budget February – December was yet to be approved by the DVC / Chair but was in progress.

Action: Ingrid Rothe

Ingrid Rothe to collate faculty dollar-for-dollar plans into a single budget submission for review at the March Meeting.

Ingrid Rothe reported on Advertising Tender Progress. Final presentations in progress. The Chair asked that John Kleeman be part of the panel.

6. MATTERS OUTSTANDING

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

Outstanding Action: R Nelson

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

9.4.2 Involving Schools in Conversion Activities.

Outstanding Action: R Nelson

Action pending.

7. OTHER BUSINESS

No other business to report.

8. NEXT MEETING

28 February 2007

3 - 5pm

Conference Room, TC Lamble