

Planning and Budgeting Council
December 10, 2008
Minutes

Members Present: Brent Askvig, Kristi Berg, Mikhail Bobylev, Rita Curl-Langager, Conrad Davidson, Andrew Figueira, David Fuller, Ken Johnson, Lisa Johnson, Roger Kluck, Teresa Loftesnes, Cheryl Nilsen, and Deb Wentz

Members Absent: Donna Harvey, Matt Schaefer, and Ken Story

1. Minutes of the October 29, 2008 meeting were approved as presented.
2. Marketing campaign proposal – we have been working with Odney Advertising over the past few months with the intention of having them help us define and marketing Vision 2013 in the Great Plains.

Initially they came back with notion that what we did was for students only and the proposal did not really contain the elements of place and engagement that we were hoping for.

The latest marketing proposal is one of “Challenge”, i.e., Challenge yourself to become involved; Challenge yourself to serve as a model for students; Challenge yourself to take harder classes, etc.

The idea does have much potential but our faculty and staff has been challenging themselves over the past few years in developing and implementing Vision 2013. The idea of challenge may not be well accepted in light of the work that faculty and staff have been doing.

The meeting with Odney then turned into a discussion on how to reach a greater audience with technology that we have today. Odney will gather information on companies that successfully use blogs as a means of reaching a wider audience and share with us to see if that is something we would want to start doing.

Kristi Berg suggested that maybe we check with CoB marketing students about their ideas for a marketing plan.

3. Growing ND – a group of people on campus have been working diligently on moving this program forward. Steps needed to get the word out include:
 - a. Recruiters – have been marketing very heavily
 - b. Current international students have received a letter to help get the word out to their local areas
 - c. The web site with the information has had over 500 hits in 2 weeks.

When the program was originally presented to the Board for approval, the part about charging for credits above 18 was not included. The Board has allowed us to bring it back to include the per credit charge above 18 at the next meeting. Since this was not originally presented to the three senates, the revised proposal went back to them for another vote. Faculty and staff senates both unanimously approved the additional credit hour charges but the students did have some questions and had some votes against the additional charges.

The program will be implemented in fall 2009. The second phase will be an analysis on where we target special references – where do we want to attract students from. We are currently running ads in the Washington state *Newsweek* magazine as well as in the Northwest Airline magazine. The ESL institute on campus should help as well.

Should have a great impact on our enrollment. We need to be conscience of maintaining quality. Will need additional 171 students to break even, obviously, retaining more students helps this figure.

4. November 13 Open Forums – shared with the campus the 2013 initiatives.
5. The final draft of action plans was distributed for the councils review and comment. Discussion included: overlapping of items within the priority items defined; possible questions on total dollars allocated for students vs. mission.

Some of the money needed for these programs that we believe will invigorate the campus, will be coming out of reserve funds. Advancement can also help with fundraising.

There may also be funds available through the Centers of Excellence program again.

Brent Askvig suggested that it is important to not forget about research and sponsored programs as this area has the ability to generate much dollars. It was further suggested that there may be a need to find 1 time funding for a FT Director and/or grant writer to devote more attention to this due to the potential funds that could come in through grants.

6. Budget and Executive recommendation – The NDUS/SBHE is gearing up to defend their budget in the upcoming session
7. January Convocation – all the action priority items will be shared at convocation.

The next meeting will be held on February 11, 2009 at which time we will review current plans and strategies for the next stage in the planning process.

Respectfully submitted, Deb Wentz