

**NCC Board of Trustees**  
**Academic, Student Affairs & Enrollment Committee Meeting Minutes**  
**October 10, 2017**

The meeting of the Academic, Student Affairs & Enrollment Committee of the Board of Trustees was held on the eleventh floor of the Administrative Tower. The meeting was called to order by Chair Russell at 5:57 p.m.

Committee Members Present: Thérèse Russell (appointed ad hoc as Chair),  
John DeGrace (appointed ad hoc as Chair),  
Kathy Weiss  
Jorge Gardyn (ex-officio).

Trustees also in Attendance: John DeGrace  
Linda Green  
Edward Powers

Committee Members Absent: Trustee Tuman

Also in Attendance: President Keen, Interim VP Collins, and VP Murray

Chair Russell requested a motion to approve the minutes of September 12, 2017. Trustee Weiss moved the motion. Trustee Gardyn seconded the motion. Motion carried 3-0.

Chair Russell read the following resolution:

**RESOLVED**, THAT THE NASSAU COMMUNITY COLLEGE BOARD OF TRUSTEES ACADEMIC, STUDENT AFFAIRS & ENROLLMENT COMMITTEE ADOPTS THE 2018-2021 NCC STRATEGIC PLAN DEVELOPED BY THE INSTITUTIONAL PLANNING COMMITTEE AND SUBSEQUENTLY REVIEWED BY THE NCC CAMPUS COMMUNITY WITH OPEN FORUMS BEING HELD ON SEPTEMBER 15<sup>th</sup> AND 18<sup>th</sup> OF 2017.

Chair Russell requested a motion to recommend the Strategic Plan to the Full Board of Trustees for approval. Trustee Weiss made the motion; seconded by Trustee Gardyn. Motion carried 3-0.

As a follow up to the Trustees questions at the September 2017 meeting, Kathleen Murray, VP of Advancement gave an update on the work the Marketing Team is doing with respect to the recruitment and enrollment of students. She thanked the Board for the additional funds for the Marketing campaign.

The mission of the marketing department is to drive all web traffic to the NCC website, which is the number one marketing tool. Part of the overall campaign strategy is not only to appeal to the prospective student population, but also with the people who are influential in the decision making process: Parents, Teachers, Guidance Counselors and Community Leaders. In addition, there are three important components to advertising best practices: 1) Reach and Frequency: the size of our audience and the number of times they are exposed to the campaign; 2) Multiple touchpoints: the number of times a person is exposed to our ads, including the marketing mix of digital, print, large format out-of-home advertising, buses, radio, etc.; and 3) Depth and Breadth: referring to the healthy lifecycle of the campaign.

Elements of the 2017 Enrollment Marketing Campaign include digital platforms; Digital Programmatic, Facebook, Instagram, Pandora and Spotify as well as advertisement in malls, newspapers, radio and on Bus shelters.

With the supplemental funding, the marketing campaign started earlier than last year, which allowed NCC to be more top-of-mind during some very important milestones in our targeted audience, such as, in May, when high school students graduate, the Excelsior Program was announced, and when financial aid workshops are held. The campaign continued through the Fall Orientation and the start of classes. As a result, we were able to add more media touchpoints that increased the depth and breadth of the campaign while strengthening our market position in Nassau County.

In comparing the more important marketing Key Performance Indicators from the Fall 2016 and Fall 2017 marketing campaign, we nearly doubled the number of impressions, from 32 million to 60 million total impressions which refers to the total number of times our advertising was viewed by our target audiences. In addition, there was a 60% increase in visitors on NCC.edu from advertising; an additional 8,000 plus visitors or 8% increase to the admissions page; and with the two extra months of the marketing campaign in 2017 there was , 28 million additional impressions, 15% increase in visits to the financial aid homepage.

The ad agency, *Furman Roth*, has received peer review Awards for some of the items created on behalf of NCC, which is another testament to the work we are doing.

A short clip of some footage taken during a recent video production on campus using a drone was shown. This footage will be interspersed with shots of students engaged in activities. The objective of the drone footage was to show the beauty and the large size and scale of the NCC campus. Clips of this and other drone footage will be edited into the upcoming videos which are being prepared for future NCC marketing campaign. The clips will be placed on the NCC webpage, Facebook, Instagram and shared with guidance counselors in high schools.

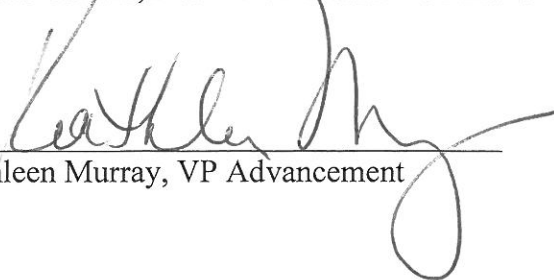
All Trustees were impressed with the presentation and felt the additional funding was worth it.

Chair Russell asked if there were any other items for the Committee to consider. There being none, the meeting adjourned at 6:15 p.m.

Respectively submitted,



Valerie Collins, Interim VP Academic Affairs



Kathleen Murray, VP Advancement