

New College Institute
Educational Outreach and Marketing Committee

November 5, 2018

The Educational Outreach and Marketing Committee of New College Institute met Monday, November 5, 2018 at 2:00 p.m. in the Benjamin Gardner Board Room of the Baldwin Building in Martinsville, Virginia.

MEMBERS PRESENT

Delegate Les Adams, Chair

Delegate Daniel Marshall

Treney Tweedy

Richard Hall

MEMBERS ABSENT

Tonya Tanya Foreman

OTHERS PRESENT

Dr. Leanna Blevins, NCI's Executive Director

Melany Stowe, NCI's Assistant Director of Academics and Communications

Ruby Jones, Coordinator of Administrative Services

Steve Keyser, Coordinator of Educational and Community Engagement

Sammy Redd, Coordinator of Student Services

Mandy McGhee, Executive Project Coordinator

CALL TO ORDER AND WELCOME

Delegate Les Adams, Chair, called the meeting to order and welcomed the committee members at 2:09 p.m.

ROLL CALL

Mandy McGhee called the roll and noted the presence of a quorum.

APPROVAL OF JUNE 7, 2018 COMMITTEE MEETING MINUTES

On motion by Delegate Marshall, seconded by Treney Tweedy, the minutes of the June 7, 2017 meeting were approved.

OVERVIEW AND UPDATES FROM THE EXECUTIVE DIRECTOR

Dr. Leanna Blevins, New College Institute's (NCI) Executive Director reminded the committee of the purpose of the committee, referring to the Board's by-laws and stressed the meeting will focus on marketing, communications, special events, community outreach and engagement, and data.

She also discussed the requirement to meet and recommended the committee meet twice annually.

UPDATE ON PIPELINE DEVELOPMENT, MARKETING & RECRUITMENT

Melany Stowe, NCI's Assistant Director of Academics and Communications referred the committee's attention to the Outreach & Pipeline Development Data & Participation document on page 4 of the packet. She explained the data as mission driven and a critical element to student enrollment in programs offered at NCI. She explained the average age of students completing a degree program at NCI was 31 in April 2018. The chart is important to analyze the touchpoints, determine what is working, what is not working, and where NCI can be most effective.

Between January 1 – July 31, or the Spring/Summer semester NCI had 69 individuals enrolled in degree programs, 24 graduates this past year. Melany led the discussion about data found in the chart, discussed the need for benchmarks, comparing historical data to current data to identify appropriate benchmarks.

Dr. Leanna Blevins explained from 2006 – 2016 the 10% increase in educational attainment rates in the number of bachelor's degrees granted in Martinsville-Henry County, citing New College Institute's progress and contribution made to strengthen a high-quality workforce.

Melany Stowe indicated, she was working on an annual report for the calendar year, a draft report will be presented in the December meeting, a format will be validated before sharing externally.

Melany directed everyone's attention to page 5 of the packet and discussed the survey and how it is used to obtain student information. The feedback is vital for New College Institute, information NCI can share with partners.

Melany discussed next steps for communications and the link between business outreach. She explained the new Coordinator of Business & Alumni Outreach position will be produce white papers and be the “boots on the ground” connecting industries with programs offered at New College Institute.

Melany explained the new part time recruiter will be tasked making relationships with VCCS in the Tobacco Commission footprint. The new part-time marketing, more on site with the ability to be at NCI events, facilitating on site show or trade shows, marketing NCI, specific to brand awareness.

Melany explained the use of new augmented reality and NCI’s new app. She demonstrated with the Apple iPad, in order to show the committee members, Max, an African American Engineer avatar using augmented reality. The technology gives New College Institute the ability to retrieve important information about programs and prospective students when in use during outreach events.

Dr. Blevins discussed how Newport News Digital Shipbuilding Mobile Experience Digital Trailer used augmented reality, how companies are applying that technology, to make day-to-day work efficiently.

Melany discussed New College Institute’s Adulting Series and the addition of Credly, giving learners an opportunity to earn digital badges to have access to be on the largest, worldwide digital badging system. Credly is a digital credentialing platform helping learners connects skills and opportunities.

Melany Stowe explained marketing was program specific and New College does not use a cookie-cutter approach. A brief discussion led by Richard Hall, about the power of public messaging, and how we are communicating with various audiences including students, media, and other platforms for effective marketing to change negative or connotations.

Melany introduced Ruby Jones, New College Institute’s Coordinator of Administrative Services, explained her position from scheduling academic classes and other events, including, not limited to, the LIFE Program. *(Learning Is ForEver Program, made possible with a generous contribution from Barbara Mathews)*

Ruby Jones, began her presentation discussing the various roles she had filled in recent years while employed at New College Institute, leading her to find a great passion in the LIFE Program.

The LIFE program, in its first year has been successful in reaching nearly 1,000 individuals. Ruby explained most participants viewed the catalog or an online Facebook post with information pertaining to dates and locations of the program offerings. LIFE is a lifelong learning initiative targeting all ages, primarily for 50+, the program promotes learning opportunities ranging from planning for retirement to art classes with local artists. The program is zero cost to New College Institute, the speakers are all volunteers, ranging from doctors, nurses, local business owners, to local attorneys.

The healthy heart luncheon is the most successful LIFE event to date with the highest participation rate. The event partner was SOVAH. New College Institute and this program acts as a bridge connecting community members to agencies.

Ruby extended an offer to New College Institute's Educational Outreach & Marketing Committee members to be a speaker in the program's classes.

Steve Keyser, New College Institute's, Coordinator of Education and Community Engagement, stated between October 22 to October 30, the NCI Educational Outreach Team reached out to 636 elementary, middle and high school students. More than 500 of those students were high school juniors and seniors.

Of the 636 students, 116 were high school students from Patrick County, Martinsville City, Henry County, Carlisle School including after school groups visited the Digital Trailer from New Port News Ship Building Partnership. The IALR in Danville, VA had 80 students and 25 adults visit the trailer.

NCI hosted 269 seniors during the week of October 22 for a half day at NCI for the United Way's Dollars and Sense program and 310 elementary students received books from our Reading for Life Program during that week as well.

Other information shared about benefits of outreach activities:

- Reading for life program, now in a total of 16 area elementary schools
- Why we do it? NCI connects students with future opportunities
- Gives NCI a reason to be in the schools to engage with children at every level of education
- Dr. Jones, local dentist in Martinsville, Virginia fully funded the Reading for Life program and added marketing and branding awareness with the use of stickers placed in every book

Steve further explained, Engineering Week at NCI is an annual event and partnership with Eastman Chemical, recently hosted 252 middle school students. Information about what an engineer is and career pathways, included a hands-on activity teaching student how to work in teams requiring them to build a lunar model. Additionally, a total of 8 Eastman Engineers participated in a Q&A session helping students understand the engineering career pathways and job actual job responsibilities.

Sammy Redd, NCI's Coordinator of Student Services discussed his primary job duty of providing support to students in areas financial aid support, admission, etc. They have access to campus resources, to say that they have access, is a not always the case considering the distance between New College Institute and the respective campus.

Sammy explained the ways he supports degree seeking students is through student appreciation activity, giving shirts out to all students, pizza day, ice cream day, to make this feel like a college environment.

Secondly, the student success center is open at NCI's Baldwin Building and available to meet with students to assist them in her academic path, he said, he would work with some students of the course of years to enroll in NCI programs, but every student matter.

Sammy discussed, how he uses an online "bookme.com" to collect cell phone numbers and opt in to receive communication, among other data points to better serve and communicate.

Sammy discussed challenges that some New College Institute students have in degree seeking programs, students must enroll with partner university after completing a transferrable Associates Degree. Considering, the average age of a New College Institute's degree-seeking student is 31, often they have been married, may or may not have children and other life obligations that also present challenges.

A discussion led by Treney Tweedy about a potential ambassador program, co-hosting with various partners, and using community leaders to help others better understand New College Institute and partner admission guidelines.

Les Adams, Chair of the Educational Outreach and Marketing Committee said, NCI transforms online and other traditional forms of education, the building was a big step forward in its progress. He stated, he was seeing improvements with implementing steps to capture much needed data and looks forward to seeing more helpful data.

NEXT MEETING

The committee will meet in the Spring 2019. A doodle poll will be sent to establish a date.

There being no further business to come before the committee, the meeting adjourned at 4:00 p.m.