

Strategic Planning and Budgeting Advisory Committee
Wednesday, April 4, 2018
3:00-5:00 pm

AGENDA - NMU's Branding, Marketing and Recruiting

- Class Study: Why students choose NMU -- Jessica Thompson, Associate Professor, CAPS
- Overview of Branding, Marketing and Advertising -- Derek Hall, Chief Marketing Officer
- Student Recruitment, NMU's Customer Relationship Management System (CRM) and Enrollment Outlook -- Gerri Daniels, Director of Admissions
- Group Discussion:
What questions do you have about marketing/recruitment?
What other aspects of NMU should be highlighted in marketing/recruitment?
How does that vary by targeted population (geographic, disciplinary, undergrad vs. graduate)