Marketing & Communications Process Improvement Task Force

September 22, 2022
9:30 a.m.
3rd floor conference room

1. Discuss Cicero Report focuses

What we have done:

* Worked to streamline the Become a Student Page
* Added persona buttons on advisor guide to help student clarify their specific needs
* Worked to expand the top of the funnel and were successful in this during the last registration period. This is ongoing.
* Worked with Testing Services to make webpage more streamlined
* Worked on Dates and Deadlines webpage to streamline info and move it all on the campus calendar

What we are working on:

* Working to create a payment deadline webpage to help with payment issues
* Working to migrate the MCC website to the cloud and make it student-centric
* Developing student advisory group
1. Discuss Deliverables outlined in Dr. Benson’s email
	* Any concerns/priorities missing from your area?

Concerns:

* + - Automated message content – We would still like to be able to audit, track, and streamline automated messaging for consistency in messaging
		- Need to define priorities for advertising from College Leadership.
		- Staff ratio compared to work load
	+ Develop a list of the top 5 process priorities for your areas to fix? Prioritize them.
		- 1. Making website student-centric and move to new cloud-based server
			2. Continue to expand the top of the funnel (research more strategies)
			3. Implementation of the rebranding project
			4. Find new ways to organize multiple advertising campaigns
			5. Work to improve internal communications regarding processes (when they change or are added and what they are)
	+ What are the top 3 process improvements that could help improve enrollment in any area?
		- 1. Develop a system for internal audits from one department to another. Review processes and ask questions.
			2. A way to quickly communicate process changes among all enrollment management departments
			3. Create a systematic plan for getting student perspectives on the enrollment process, including retention processes. Could be a “secret shopper” type program for enrollment processes.