

## FY 2008 Budget Request Summary Report for Advancement

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### CATEGORY OF REQUEST: NEW INITIATIVE/COLLEGE IMPROVEMENT

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**Department:** Marketing/Advancement

**Request Description:** Northland College Promotional Magazine Project Details - Semi-Annual Publication (created twice a year with distribution in September 2007 and March 2008) - 16 page with self-cover for total of 20 pages - Full color, 8.25 x 10.75 finished size - Professional photography & publishing - Online Readership Survey (research mechanism for next publication) - Ability to utilize as an E-newsletter (electronic mailing) - Distribution via Direct Mailing campaign

Overview: The NCTC Magazine will be a form of "brand publishing". Unlike traditional advertising & promotion, the magazine will allow the College to communicate in a journalistic approach, thereby allowing NCTC to get its message across in a more meaningful and substantial way. The actual publication will include dynamic writing, intriguing story ideas and professional photography. Distribution will include a direct mailing campaign to targeted households, business/industry partners, foundation donors, alumni, law makers and high school counselors in Minnesota and North Dakota. A supply of the publication will also be available on both campuses as a marketing/recruitment publication. Content Details - Use brand publishing techniques to extend the personality of NCTC in order to achieve marketing goals - Create "branded" stories that subtly show how NCTC makes a real difference in its students' lives - Deepen the community's interest and involvement with the college over an extended period of time - Publication will showcase the following areas: Advancement/NCTC Foundation, Center for Outreach & Innovation/Business & Industry, Student Success (both current student & alumni focus), unique NCTC programs, new initiatives and an Employee/Faculty focus. Overview: The NCTC Magazine will provide intriguing content that will help tell NCTC's story. Based on research the public thinks NCTC "is a good school", yet they are unable to associate that with a specific program or service. This publication will help develop the NCTC brand, generate an overall greater awareness of the College and increase public perception. Goals - Increase overall enrollment - Increase enrollment of under represented and underserved populations - Increase enrollment in specific unique programs - Increase alumni giving and involvement - Increase involvement of area businesses and partnerships - Increase community/public understanding of the educational value of NCTC

**Total Amount of Request:** \$60,000

**Amount Funded:** \$0

**Notes:**

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**CATEGORY OF REQUEST: EQUIPMENT**

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**CATEGORY OF REQUEST: INCREASE TO PROGRAM/DEPARTMENT BUDGET  
(NONPERSONNEL)**

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**CATEGORY OF REQUEST: NEW OR EXPANDED POSITIONS (PERSONNEL)**

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