

Faculty Senate Standing Committee on Extended Learning

October 19, 2022, 3:15 pm – 5:00 pm via Zoom

**Minutes**

**Present:** *Debi Prasad Choudhary, Gary Katz, Elizabeth Blakey, Susana Eng-Ziskin, Pouyan Eslami, Monica Garcia, Zhaleh S. Azad, Vidya Nandikolla, Tim Watson*

**Absent:** *Yi Ding (excused), Stephen Duarte, and the member from Science and Math pending Faculty Senate election results*

**Guests:** *Jonathan Clayden, Jovitha Franklin, Joyce Feucht-Haviar, Me'Laine Pemberton Hanna, David Leung*

**Call to Order**

Elizabeth Blakey, Chair, called the meeting to order at 3:16 pm. The meeting took place via Zoom.

**Welcome and Introduction**

Elizabeth Blakey, *committee chair*

- I. The Chair gave a brief welcome.

**Review and Approve September 2022 Minutes**

Elizabeth Blakey, *committee chair*

The Chair made a motion to approve. Susana Eng-Ziskin moved to approve. Gary Katz second. All in favor. September 2022 Minutes have been approved.

**Committee Member Introductions**

*All Committee Members*

- I. Chair Blakey asked each member to share their name, their department, when they joined CSUN, and what is their field of research.
- II. Pouyan Eslami went first. Then in the following sequence: Monica Garcia, Gary Katz, Debi Prasad Choudhary, Susana Eng-Ziskin, Zhaleh S. Azad, Tim Watson, Vidya Nandikolla, David Leung, and Elizabeth Blakey

Chair Blakey gave a brief recap of the last meeting regarding marketing and an introduction of Joyce Feucht-Haviar for the next topic.

**Marketing and CSUN**

Joyce Feucht-Haviar, *dean*

- I. Joyce Feucht-Haviar gave the Standing Committee a history of Marketing at CSUN.

- a. FTES and self-support information was also shared. The enrollment targets of years past and the current year was shared. Possible reasons were also discussed
  - b. The CSUN Enrollment Management Group was discussed.
    - i. Me'Laine Pemberton Hanna will share the link for the CSUN Enrollment Management Report by David Dufault-Hunter.
    - ii. Spring Enrollment acceptance will return Spring 2023
    - iii. Resources for assisting students with enrolling and their majors, especially if a student wants to change their majors.
  - c. Marketing with the idea of Community Colleges and transferring to the CSU.
  - d. Discussion of other educational opportunities that is affecting enrollment like Arizona State University, NHU, and similar schools.
- II. Marketing, the message to deliver, and the brand name or identity for CSUN.
  - III. UCs are not short of enrollment. Feucht-Haviar gave examples as to why including the removal of requirement of standardized tests.
  - IV. The University is developing the marketing of CSUN and how to make it choice for CSUN. The skillset has shifted. There is a marketing unit with a goal on CSUN visibility. Some of these marketing ideas will be facilitated in-person as well as in other formats.
  - V. Tseng College will help by creating college specific brochures.

#### Questions and Feedback

Chair Blakey asked about the changes in numbers and how that would affect enrollment. Feucht-Haviar said it varies, any movement of the needle could bring in millions of dollars to the university. Feucht-Haviar stated programs that were impacted, then became unimpacted, while others stayed impacted. Making a change then reviewing the changes and adjusting will affect the enrollment numbers. Feucht-Haviar also shared that there is a group looking at international students as clients.

Chair Blakey asked if this marketing effort overlapped or is different from the movement to redo the college websites college by college. Feucht-Haviar said they are connected, but websites need to give additional information to keep the students for each major when they were driven to review a particular college page. Joe Bautista is one of the people working on these changes.

Chair Blakey asked if other members of the Committee had questions. Then the chair introduced Jonathan Clayden and Jovitha Franklin and the next topic.

#### **Marketing, Communications, and Recruitment in the Tseng College**

Jonathan Clayden, *assistant dean for program & enrollment management (PEM)*

Jovitha Franklin, *director of marketing & communications*

- I. Jonathan Clayden gave a brief outline before his presentation.
  - a. After the meeting, Jonathan will send the Standing Committee a PowerPoint of what was discussed.
  - b. Clayden discussed cluster or portfolio marketing in the future and branding.

- c. Clayden discussed the Continuum of Care philosophy which includes pre-support effort, prospective student support effort, current student-support process. The alignment of if the student is a good fit for the program and if the program is a good fit for the student. This alignment gauges the success rate of the student based on the student being a good fit, if they will succeed in the program and if the program gives the student the outcome they need, will it match their goals.
  - d. Clayden discussed the connection between the Marketing and Communications Department to the Program & Enrollment Management team with more information regarding the Continuum of Care.
  - e. Clayden discussed members of the Marketing team and the Continuum of Care efforts – marketing, outreach, student, and faculty support (in-person), automated support based on actions by the prospect or drips. A lot of human contact to assist with the application process. The matrix and data-informed system influences decisions of marketing.
- II. Jovitha Franklin gave additional feedback and asked if the Committee had questions.

#### Questions and Feedback:

Feucht-Haviar asked about ads, digital reach, and social media and what it looks like now instead of buy-in ads in the newspaper or magazines. Franklin said that digital marketing gives more information regarding tracking and engagement, what device students start on, and with Google one can see the whole journey of the students. Remarketing is also available via a cookie for tracking to enhance efficiency. Reference, remarketing, and look-alike campaigns could be identified as well as customized marketing.

Feucht-Haviar responded that the university wants to use social media and digital Marketing. Tseng College has used Salesforce among other tools for Marketing. The University is now using those marketing strategies. The comparison between a different generation of students to this generation of more technical or social media students was discussed. The university has a lot of resources for Marketing, but this type of format is new for the university and how to follow up with students. Feucht-Haviar discussed additional marketing resources like the chatbot or videos.

Franklin mentioned that phones, Alexa, and other platforms are listening because you have a conversation then the computer will have ads based on those conversations. Conversion is multifold in terms of outcome. Search engine marketing, search engine optimization, in-bound and out-bound marketing, and search engine ads were also discussed. Feucht-Haviar commented the question of ethics that has been in marketing throughout the years.

Zhaleh Azad discussed her experience teaching marketing to her business students, then asked how the Standing Committee will be involved in this process. Feucht-Haviar answered with the academic recommendations and other Standing Committee role. Franklin asked the Standing Committee to reach out to him if they see new ideas or marketing ways to explore.

The Chair recognized Gary Katz. Katz asked, what is the size of the people we aren't reaching with the digital tools. He gave examples of those from IP addresses, geo locations, and such compared to those who have VPN security and those who are off the grid. Franklin answered

that some cookies are used to track. If you sign in with different platforms and use the option to sign in with Google or Gmail, there are Google tracking cookies used. Some websites have tracking as well. Franklin also discussed the VPN also has cookies and some tracking can still be tracked to give free marketing. Even if a person constantly clear cookies their information is already gathered, stored, and scanned. There are some people not using digital platforms, but the number is small. Older age or seniors are starting to migrate to digital. The reach and proportion of the dollars spent on digital marketing is a lot less than traditional marketing dollars. This shows the trend of more money in digital marketing. There is a law coming up, especially in California and other locations, Google is trying to move away from the no cookie policy, but there are a lot of issues and a lot of pushbacks. Perhaps in the future there will be a no cookie policy, where they may not be able to track it. But marketers are getting smarter and are creating new processes to circumvent the cookies.

Feucht-Haviar gave additional examples of the challenge regardless of the tools used. She discussed the Entertainment Industry Management Program, the tools out there, and the challenge of how to find students interested in that specific program. Where do you find the missing people really interested in taking the program if they knew we had it? That mystery has not been solved yet.

Franklin discussed the first point of contact to students who are showing interest. How do you get across what CSUN is about and get their interest in the first seconds. Tools like heatmaps and how soon to get a student's attention is continuously looked at. Data is reviewed to make data informed decisions to reduce inefficiencies, identify the right kind of audience, increase the engagement, and to try to assist with the continuous challenge of getting their attention.

Feucht-Haviar responded that it varies by the blueprint of the program, for example the MBA program, how a student gets a huge response, and steps they would narrow down their search. She compared this to the Diverse Community Development Leadership Program. This is such a specialized program so there is the challenge of if why a student would be searching for this kind of program and how they would know if we had it until they already seen it. This has been a successful program, but the challenge is how do we market other rare and unusual programs.

Franklin discussed the need to continue with traditional marketing as well as digital marketing. New options include the example of a colleague going to an event with a QR code and an interactive display. Specific programs will utilize traditional, current, and new digital marketing approaches.

Chair Blakey gave Azad additional information regarding the Standing Committee meetings and the function of the meetings. Some meetings are informative, other meetings are policy driven. The Standing Committee charge was reiterated, and examples were shared.

Adjournment:

Having no other topics to discuss, the meeting was adjourned at 4:36 pm.

*Prepared by Me'Laine Pemberton Hanna*