

DE Program Director and Coordinator Meeting Notes

October 27th, 2021, 2:00pm-3:15pm

Via Zoom

★ **Welcome**

[Read Notes](#)

★ **DELTA Marketing and Communications Strategic Initiatives Overview and Updates**

Marketing and Communications Team

[Watch Video](#), [View Slides](#), [Read Notes](#)

Q&A

[Read Notes](#)

★ **DE Funding Update**

[Tim Petty](#)

[Watch Video](#), [View Slides](#), [Read Notes](#)

★ **Announcements/Wrap Up**

[Alexis Lockett](#)

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Q&A

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Meeting Notes

★ Welcome - [Tim Petty](#), DELTA

- Tim Petty welcomed everyone to the meeting and thanked them for coming, especially those who are new to this meeting
- Tim announced to the group that Kay Zimmerman will be retiring at the end of December after a long & successful career at NC State
- Tim first met Kay in 2014 as a DE program coordinator after a presentation she gave for marketing efforts for DE programs which resulted in a very successful marketing initiative for the DE certificate program Tim was directing at the time
- A search is underway for her replacement and we hope DELTA's new Assistant Vice Provost for Marketing, Communications and Partnership Development will be introduced at the Spring DE program coordinator meeting

★ DELTA Marketing and Communications Strategic Initiatives Overview and Updates - Marketing and Communications Team, DELTA

[Kay Zimmerman](#), [Katie Bean](#), [Cassidy Colson](#)

- Link to [view presentation](#). Link to [view slides](#).
- Kay expressed her gratitude for working for NC State and DELTA, and shared some new initiatives moving into the Fall
- Mini-Marketing RFPs:
 - Kicked off in March 2020 at the beginning of the COVID pandemic as a way to provide additional, customized marketing support for programs
 - RFP announcement coming next year, [application guidelines](#) and [form](#) submission
 - Goal is to recruit and redirect prospective students and increase enrollments
- Katie Bean gave a quick overview of the Marketing & Partnership Development team:
 - [Kay Zimmerman](#)-Associate Vice Provost, Marketing, Communications & Partnership Development
 - [Katie Bean](#) - Associate Director, Marketing Operations & Strategy
 - [Cassidy Colson](#)- handles all digital marketing, social media content creation

- [Sherry Stallings](#)- communications lead, runs the team of writers that writes all student, alumni & faculty stories which are repurposed for marketing campaigns
- [Gretchen Wolynech](#)- project coordinator
- Verified Studios- vendor overseeing pay-per-click advertising campaigns
- Katie shared some of the available marketing services she and her team provide, such as market research reports, campaign strategy, PPC advertising, social media campaigns and content creation
- Each online program has a program page on the online-distance.ncsu.edu website; Katie and her team focus their marketing efforts to those pages by recruiting and identifying leads and sending them to the program pages. Katie also shared a closer look at the career pages that are also available. These pages allow students to take a deeper dive into specific careers, or search for programs based on their skills and background
- Katie shared some examples of the reports her team uses when working with programs, specifically for the Parks, Recreation, Tourism and Sport Management (PRTSM) program page
- Cassidy Colson shared some examples of marketing assets that her team created to build awareness of our online programs
 - Social media carousel for the Geospatial Information Science and Technology (GIST) program - provides data from Burning Glass Career Insight, such as average salary and number of job postings
 - Motion graphic piece for the Master of Horticultural Science - these perform well on social media, and are good at catching attention
 - Photography shot at GIS Symposium- Cassidy's team is looking forward to helping programs build a library of photo assets as we start holding more in-person events
 - Paid & organic social media - ads on Facebook, Instagram, LinkedIn, Twitter- each ad tailored to the program and target audience. Ads updated on a monthly basis.
 - Story writing - one of Cassidy's favorite parts of her team's marketing & communication strategies. Student and alumni stories are powerful testimonies to prospective students
- Program Impact-
 - Eric Money of the GIST program congratulated Kay on her retirement. Eric's program has worked with DELTA since at least 2014, when he came to NC State. Eric spoke about the usefulness of physical assets (e.g., brochures) that continue to be used today for his program. His program has also used PPC campaigns, social media, and other digital marketing. Eric has had a great experience working with the team, and remarked on their ability to think outside the box. DELTA's marketing

assistance has had a big impact; the certificate program is one of the largest at the university, and serves as a great stepping stone to the master's program. Eric believes that some of the downward enrollment trends seen in other GIS online programs has been offset because of DELTA marketing efforts as well.

- Michael Kanters, director of both the PRTSM and Sport and Entertainment Venue Management programs, talked about how program coordinators don't have the skill set to attract students to the program in a competitive market, and Kay and her team have provided incredible value in terms of thinking creatively about how to do this (in addition to the physical marketing assets). Michael noted how Kay would always consider any idea Michael and his group had, no matter how crazy. Michael strongly encouraged other program coordinators to consider working with the DELTA Marketing group on their own marketing efforts, and offered to anyone that wants to talk to him about his own experience.
- Katie shared that her team will also be working on some NC State online campaigns to raise brand awareness of online programs more generally: brand awareness, digital and social ads, Alumni magazine (print & digital), and WRAL.com ads, video pre-roll, and spotlight stories
- Katie shared that her team is happy to provide marketing support outside of RFPs:
 - Consultations
 - Student, alumni and faculty stories
 - Cross promotion of events and new stories via digital channels
 - Collaboration with the Graduate School to develop a drip campaign within the Slate CRM system

Q&A

- *Q. If we have worked with DELTA previously, do we qualify for a mini-RFP now?*

A. Katie says programs who have worked with DELTA previously are welcome to apply for a mini-RFP.
- *Q. What is the deadline for 2021-22 mini marketing RFPs?*

A. We are planning for sometime in late Spring, dates TBD.

★ DE Funding Update - [Tim Petty](#), DELTA

- Link to [view presentation](#). Link to [view slides](#).
- Tim shared the presentation take-homes, followed by a more detailed update.
 - Known "Knowns": colleges have their DE base budgets (almost all of the DE funding your program will get is already in the bank on July 1, since

it's the continuing budget that the college has). Change funding (when it's available) is a relatively small piece of that. DELTA will fund non-fundable SCH this fiscal year- twist to be addressed later. UNC System has a new methodology for the enrollment change calculation

- Known "Unknowns": Will there be enrollment change funding? This is pending several things:
 - Passage of a state budget
 - Negotiations between the Office of State Budget and Management and the UNC System
 - Decisions made at the system office about how any enrollment change funding will be distributed among the institutions
 - If funding arrives at NC State, the internal question of whether/how the funding will be allocated
- DE funding review
 - In the past, semester credit hours have been distinguished as fundable and non-fundable, which refers to whether or not the funding is based on state appropriations (fundable) or not (non-fundable).
 - Because of this difference, there were two different kinds of DE funding that DELTA traditionally allocated
 - Continuing (permanent) funds allocated for fundable SCH, which are determined by a base and a change. Base budget being what was already allocated to the college, the change calculated each year according to the UNC enrollment funding model (12-cell matrix)
 - One-time money allocated annually for the non-fundable SCH
- Allocation of DE funds to colleges
 - Fundable SCH- there was a continuing base DE budget that was set by the funding received in the previous year; transferred every year in July
 - If available, there would be enrollment change funding based on the change in SCH from year to year, transferred each fiscal year and added to the base to be allocated for the next fiscal year
 - Non-fundable SCH- one-time allocation transferred each year for the total non-fundable credit hours delivered that specific year- recalculated each year. This comes from a permanent budget held by DELTA.
- Enrollment Change Funding in Arrears
 - This is the change that happened in how the enrollment change is calculated (previously on a projection system)

- When Tim gave his last funding update, we were moving to the process of funding in arrears. Rather than being paid on what was projected, the UNC System moved to paying for enrollments from the previous 2 years
 - This creates issues about underwriting the cost for launching new programs; this is still being worked out at the university level
- New wrinkle: funding calculation is shifting from a fiscal year comparison to a calendar year comparison. For the current fiscal year, enrollment change is for the calendar year from 2 years prior minus the enrollment change from the calendar year previous to that one.
- More changes coming
 - NC State will consolidate enrollment change funding for on-campus and DE SCH
 - There will be one formula used for both DE and on campus credit hours; likely one calculation and one distribution of funding
 - Right now, DELTA has a parallel funding process to the process run by the Provost's Office for the on-campus credit hours. The university will move to a single method.
 - Consolidation may happen as soon as this fiscal year, if we get enrollment change funded at the system level.
 - In preparation for this change to consolidate credit hours, DELTA will change how we treat the non-fundable credit hours; will do a "buyout" of every colleges' non-fundable credit hours with permanent funding. In the enrollment change calculations going forward, the university can treat all credit hours as if they are fundable - the distinction between fundable and non-fundable credit hours will go away after this fiscal year.
 - Tim welcomes questions as they come up.

★ **Announcements/Wrap Up** - [Alexis Lockett](#), [Stacy Gant](#), [Leisa Bolles](#), DELTA

- Link to [view presentation](#). Link to [view slides](#).
- Alexis shared a few reminders with the group:
 - It's time to share nominations for graduates for feature stores - due via Google [form](#) by November 3. Email [Cassidy Colson](#) with questions.
 - If anyone has the NDS application URL displayed on their program pages, please be sure to use the following URL: go.ncsu.edu/apply_nds
 - Please review your ODE program pages at online-distance.ncsu.edu to make sure there is no outdated information. If changes are needed, send via [website change request form](#)

- Stacy Gant and Leisa Bolles provided updates from Digital Learning and Academic Technology
 - Moodle upgrade - DELTA upgrades every Spring - will be upgraded to version 4.0, which is a significant upgrade with a new user interface. It looks a lot different. Stacy encouraged everyone to go for a sneak peek- [road to moodle 4](#). Stacy is excited and encouraged by what she's seen, and will be communicating regularly via the DELTA news channel and also in our DELTA connections monthly newsletter.
 - Panopto update - Panopto is now the enterprise video platform (effective Summer I, 2021). Mediasite is being retired in May 2022. Fall is the first full semester using this video platform. Leisa shared a snapshot of Panopto usage so far this semester. Almost every 110 classroom is now equipped with a Panopto recorder.
 - Applications for DELTA's [Course Quality](#) Spring 2022 programming are being accepted now through November 5th
 - Applications for DELTA's [Express Grants](#) for Spring 2022 will be accepted between November 1st and 19th
 - Registration is open for DELTA [Workshops](#) on a wide range of teaching with technology topics. Send faculty our way!

Q&A

- *Q. Are you taking on "early adopters" for Moodle 4.0?*

A. We plan to have a Preview Server available very early in 2022!
- *Q. What is an unique viewer?*

A. All classroom capture recordings are configured so that you must be logged into the system to view, and a single user might log in and view a recording multiple times. This refers to the individual viewers, as opposed to number of views.