June 28, 2019

MIEC Conference – Flathead Valley Community College

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Study Montana Meeting Minutes

1. Overview

* Background, history, current initiatives
* Included schools. Current goal is to be more inclusive and collaborative, invite MT Tech, Rocky, Carroll.

1. US Commercial Services – Virtual Reality

* Pilot project produced by the state of Montana was a success
* Use this resource as a joint marketing and recruiting tool.
* Figure out different models of funding this project.

1. Study Montana Website

* Add keywords/buzzwords to make the website easier to find on Google.
* Use social media platforms to inform a wider range of people about Study Montana and have more effective communication.
* Feed into content that is already being published about Montana universities.
* Each school could be responsible for providing content as certain times. Use hashtags to filter content.
* Incentives such as student contests to get them more connected to the website/social media.
* BRANDING – Have someone assigned to do marketing for the website. Include student pictures, testimonials, videos, etc.

1. Economic Impact

* Trade/export org helps various industries in Montana through programs – wants to move toward education.
* Companies are represented and hosted in other countries. Compliance testing to help mitigate risk for MT companies/industries abroad.
* They could help Study Montana by finding agents, developing websites (once there is money).
* Write up proposal for funding by July 2020.
* Find industry clusters. For recruitment purposes this could be a way to show what parts of the world are economically connected to Montana. Translate degrees to actual jobs and focus on certain industries while recruiting in certain areas. This could be the entry to finding new markets of students.
* Develop international education as an industry cluster with statistics of revenue gained.

1. Initiatives (To Dos)

* Must made sure leadership in schools are aware of what Study Montana is. Have them get more involved
* Meet with state representatives to get them to also understand more about Study Montana.
* Need to develop a one-pager of information about Study Montana to give out and send to people.
* It is also important to demonstrate how we are connected. Need to have better ease of transfer amongst schools.
* Combine and collaborate with domestic recruitment/admissions efforts.
* Highlight priority areas and make it known that study Montana can be the gateway into Montana. Make everything seamless.

1. Marketing

* Travel in group for recruiting
* Highlight strengths of each institution
* Possibility of having a Study Montana booth at regional conference, if funds allow also have one at National.

-will need brochures and other promotional materials

1. Future

* UM may host international credential evaluation

-Onsite training

-AACRAO/ECE do similar training

-focus on undergraduate admissions

-possibly could do cost share

-date (September)

-would highlight around 5 countries – China, Saudi Arabia, Nigeria, Russia…

* Next year MIEC conference was suggested to be in Helena to be closer to state representatives and include more schools.
* Katherine Knight (MSU Bozeman) voted at Secretary
* Katie Willcockson will be more involved and do a presentation next year.