

## October 22, 2013 Auto Body Advisory Committee Meeting

- A. Kent Wagner and advisory committee president, Chuck Hoard, called the meeting to order.
- B. Introductions of all members were done. Those present included: Craig Hagen, Chuck Hoard, Josh Walton, Cody Johnson, Jason Johnson, Russ Olson, Andy Knutson, Paul Adams, Geno Hendrickson, Dave Flatland, Ira Johnson, Chris Medicine (student), and Jeff Basinger. Administration was not able to attend this meeting.
- C. No additions were suggested.
- D. Josh Walton made a motion to accept the prior meeting minutes and Ira seconded that motion.

### Old Business

- A. New equipment for the 2013-2014 school year:
  - 1. A new Challenger rotary screw vehicle lift was purchased and is slated for installation the last weekend of October.
  - 2. New chairs were also purchased for the classrooms.
- B. The water transfer printing machine was discussed as we need to include this in the curriculum.
  - 1. Dave from Liquid Graphics is willing to work with the instructors to fine tune the machine.
  - 2. We also discussed pricing of the materials needed to do the printing. We will look into other businesses pricing guides.
- C. 60/120 waiver:
  - 1. Tim and Kent explained the application process and thanked the committee members who wrote letters about the importance of well trained technicians.
  - 2. It was approved at the AASC meeting and is now being sent to the state for their hopeful approval.
- D. NATEF: A short report was given on the progress and next steps needed to proceed. This has been on the back burner with other administration paperwork coming first.
- E. Ultimate collision makeover grant has been applied for. Kent worked with Mary Cox in filling this out.
  - 1. Winners will be announced on November 5, 2013 in Las Vegas and Tim will be attending in conjunction with the SEMA convention.
  - 2. The runner-up colleges will get a piece of equipment donated to the program for applying for the grant.
  - 3. The Collision Education Foundation has given the NCTC program some benefits from applying for the grant: some paint products, bumper covers for plastic repair, seam sealers, etc.

### New Business

- A. We are sure that the program will be put into Program Sustainability because of low enrollment.

- B. Student recruitment, Kent mentioned that the auto body program was selected for assistance with marketing tools thru the Hobson reports.
- C. Employer surveys were discussed as we do not get them back when sent to employers. Josh was wondering if we sent them to employers' e-mails, would it give us better results. The program needs a way to keep track of past students and where they are employed.
- D. Post-secondary students make up most of the current student load. The program has met with Jason Trainer trying to market auto body in the following ways:
  - a. Place ads in local newspapers, told we could not do this
  - b. Run an ad in a regional auto trading magazine, told we can do this but then changed his mind and said maybe next semester.
  - c. Work on new brochures for the program, has not started this project

The strategic marketing committee has a web page that requires a request to have projects done; this process takes way too much time. The committee wanted to know if we could do our own marketing without getting into trouble. The instructors did not have an answer to that question. The program feels the marketing department is not being effective. There is a huge communication gap, as an example, the "Northland Night at the Speedway" where the marketing department planned and implemented events that should have included instructors but they were not involved until the day before the event. None of the automotive instructors were able to be present. The committee would like answers to why, or what has to be done to get important marketing strategies accomplished.

- E. The instructors are going to participate in a career day on November 13 at the Alerus Center in Grand Forks. They will be doing air brush demonstrations and will also have a completed student project on display.
- F. Curriculum: It is time to start revamping the curriculum. This includes creating new courses and renaming the remaining courses. The instructors are asking the committee for their input of new ideas and suggestions. Instructors will be working with Carey Castle, Beth McMahon, and Karl Ohrn. This is going to be a major project for the program.

Josh Walton motioned to adjourn the meeting and Cody Johnson seconded the motion.

All future communications for this committee will be done via e-mail