

## **Sales and Marketing Advisory Board**

**April 14, 2017**

Kalin Kresel Lithia Ford Lincoln Quick Lube Manager

Jennifer MacCarthy UPS Store HR and GM

Jennifer Lynn Ekberg Grand Forks Herald Advertising Sales

Henry Campos Sure Foot Sales

Jake Kvasager Owner/Operator RRV Rewards

Kit Brenan SM&M Program Director

### **Old Business:**

Distance enrollment for Digital/Social Marketing remains low. Board is curious exactly what methods are being used to market the courses. They expected to see more initial enrollment and interest. They would like to see examples of the course marketing (advertisements, listings on Google, etc.)

### **New Business:**

Discussion of the SM&M program distance enrollment and ability to get the rest of the classes on-line. Speaking of personally seeing a need for properly trained employees who show an understanding of work ethic. Since hiring prepared individuals is difficult, and since the quantity, as well as the quality of candidates is low in our region, thoughts are that older than average individuals, looking to improve current employment, may gravitate more towards the distance education method.

Across the Board, the ability to hire GOOD prospects has decreased markedly. Discussion as to what causes may be, as UND applicants are not fairing any better than non-university students/graduates in interview situations.