



Northland Community & Technical College Community Advisory Committee

5/17/04

6-8pm

Room 315

Membership: Walt Aanenson, Henry Tweten, Karla Anderson, Craig Mattson, Mary Fontes, Robert Hauer, Pat Balstad, Lonnie Rogers; President of Ideal Aerosmith, Steve Gander, Steve Alston, Jerome Gunderson, Betty McDonald, Loren Abel, Kent Hanson, Mary Jo Bydal (Recorder), Diane Blair

Topic	Responsible Party	Discussion/Outcome
1. Develop Goals Based on SWOT Analysis		<p>Steve Alston discussed the process thus far with relation to college strategies (handout). Initiative Funding - \$250,000 4 basic criteria looking for to allocate funds:</p> <ul style="list-style-type: none"> • Connect initiative with strategies • Impact on college • Jump start ideas • Innovative <p>Connect the advisory committee SWOT analysis with college strategies and come up with goals that are unique to the process. Review the SWOT analysis and cluster with commonalities. Come up with 4 or 5 areas.</p> <p>1. Expanding Programs (Kent's group) GOAL: Expand existing programs and create new programs in health and trades to meet community</p> <p>2. Economic Development – i.e. pay (Steve's group) GOAL: Survey regional employers to identify high wage, high growth areas needed</p>

		<p>skilled workers. Survey alumni as to wage satisfaction by career and regional needs.</p> <p>3. Custom Training – i.e. tied to industry, skills and flexibility (Pat Balstad's group) GOAL: To provide current marketable entry level skills and meaningful skills upgrade reflective of needs of business and industry in Grand Cities area through custom training-continuing education division. <u>Strategies:</u> to maintain partnership and perform continuous outreach to business and industrial community to ensure currency and relevancy of training. To develop relationship with professional organizations and develop continuing education as required for certification and licensure.</p> <p>4. Partnerships – i.e. UND and high schools GOAL: Expand K-16 partnerships (continuum) and articulations.</p> <p>5. Marketing Focus – i.e. identity (Karla Anderson's group) GOAL: Market student success and career success. (a. Tape of all programs to view, maybe another tape from industry in the specific program or the NCTC website. b. Focus on smaller class size, learning service (tutoring) that produces student success. c. career fair in the evening for the community (parents, HS students, employers) Other brainstorming issues: Accelerated courses/programs, collaborate with UND, especially with new ACT score acceptance.</p> <p>Focus of NCTC plan is a 3-year window.</p> <p>Kent stated beginning next fall would like to see some movement in these areas.</p> <p>Strategy 9 has no details to the strategy. Goal #2 above fits with that strategy.</p> <p>Kent plans to invite someone from the Center for Rural Policy and Development to next meeting.</p> <p>Asked the group to read, at their leisure, the handout; "Chapter 2, Practical Conditions and Theoretical Environment of Rural Economic Development in Minnesota."</p> <p>Steve Gander stated to bring these goals to the faculty and staff because they need their buy-in.</p> <p>Need more marketing...Weekly stories needed in the GF Herald. Growth positive message. Good job in the future.</p>
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		Invite our marketing person to be part of this committee.
2. Identify Where Goals Fit within NCTC Strategies		
3. NCTC Strategy 9		Handout
4. Potential New Programs		
5. Other		Kent is hoping for a 10% increase in enrollment for Fall 2004-2005, which would be near 1,600 students.

Next Meeting: August 16th, 6pm.