

Enrollment for Architectural Technology and Design

Changes that were implemented for Fall Semester 2010:

1. Redesigned curriculum – maximized our credit load to 32 credits each by removing classes and reorganizing credits to accommodate advisory board recommendations and changes in the industry. This allowed us to lower our costs by eliminating any overload while strengthening/expanding content in our program.
2. Revised schedules to four day week and later morning start to allow instructors to recruit without cancelling classes. Also allows commuting students a four day week and more time to get to class. (This is also a Green Initiative)
3. We have strongly encouraged the use of the bus, we have approximately 75% of our students commuting from Grand Forks. Several of our students are utilizing the bus service regularly.
4. We have always contacted the people on the prospect list, however in the past we contacted them in the spring and this had marginal results. Our plan now will be to contact them immediately upon getting the list. We feel this may produce more positive results.
5. We receive contact information from enrollment management regularly and we respond immediately to these by email.
6. Rod has been out recruiting whenever it was possible. He has also come in during the summer to meet with prospective students and to give tours of our program.
7. Over the past several years, Technology has been paying for the software used by the Architecture Dept. The cost per year for AutoCAD and Revit software was \$10,095. In 2009, Autodesk, Inc. offered a “perpetual license” for a charge of \$26,360. This means that now we only need to pay \$3,432 to upgrade our software. Technology paid the \$26,360, and now the \$3,432 comes out of the Architecture Dept. budget. Although this is an increase for the Architecture Dept., it is a significant savings to the college

Proposed to our marketing strategies:

1. Recruiting needs to be done before Christmas. Both instructors will be recruiting on Fridays during Fall Semester. We feel that by Spring Semester most students have already decided where they will attend college in the fall.
2. We will expand our recruiting area north, west and south of Grand Forks. We are scheduled for Grafton, Oct. 8; Fargo South, Oct. 15 in the morning and West Fargo in the afternoon.
3. We will create our own program brochure, banner and drop off posters for all schools visited. Some of this is already in the design stages. Our posters are complete. If there is no marketing money available for us, we will use our own budget to make this happen. We have committed \$3000 to marketing our program. Programs with LOW enrollments need to be the focus of the Web Site, radio ads, commercials, etc., etc., etc. Case in point, Aviation, UAV and New Media.
4. We are in the process of learning how to put some (possibly all) of our classes on-line with the help of Linda Samuelson, Terry Wiseth, and Distance MN.
5. We have requested that the program video be removed from the Northland website, until we can redesign.
6. We are considering implementing a LEED Green Associate Exam Prep Course. There is a 5800.00 upfront cost for in-place curriculum, and cost per student is 99.00. Rod needs to get certified first. He is registered for LEED Green Associate Exam Prep Webinar , Nov 30 – Dec. 9.
7. Possibility of requiring students to purchase or lease laptops – now that Autodesk allows students to download software for free. We asked all of our current students what they thought of this idea... Question posed to them: If you were required to lease a laptop from Northland College for say... \$200/semester and at the end of your time here you were given the opportunity to buy the laptop. Would that stop you from coming to

Northland Architecture Program? No one said that it would affect their decision. Some said it would be great. It did not matter if they already had a laptop or workstation.

8. The instructors are not opposed to the possibility of moving our program to East Grand Forks. Many of our students are coming from the Grand Forks area. We feel that Construction Electricity, Carpentry, Plumbing, HVAC and Architectural Technology complement each other.
9. We met with our Advisory Board, and the minutes from the meeting are attached. We intend to implement whatever we have control over from that meeting.