

Northland Community & Technical College
Program Marketing Priorities
January 15, 2010

Marketing and Creative Services resources should be deployed in a manner that provides support to all academic programming at NCTC; it is recognized that there are opportunities for specific program marketing. Through consultation with the college community following is a prioritized list for marketing and creative services for the technical and occupational programs.

NOTE: This list is subject to change.

1. NEW PROGRAMS
 - a. New Media
 - b. Commercial Vehicle Operations
2. AT RISK PROGRAM "ORANGE"
 - a. Auto Body Tech
 - b. Automotive Service Technology-TRF
 - c. Aviation
 - d. Cosmetology
 - e. Heating, Ventilation & AC
 - f. Para medicine
 - g. Welding-TRF
3. "YELLOW" PROGRAMS WITH AVAILABLE CAPACITY (less than 70% full)
 - a. Accounting
 - b. Administrative Support
 - c. Architecture
 - d. Automotive Service-EGF
 - e. Construction Electricity-TRF
 - f. Criminal Justice
 - g. Electronic Technology/Automated Systems
 - h. Plumbing
 - i. Registered Nursing
 - j. Sales, Marketing, & Management
4. "YELLOW" PROGRAMS WITH LIMITED CAPACITY (greater than 70% full)
 - a. Cardiovascular Tech
 - b. Carpentry
 - c. Fire Technology
 - d. Massage Therapy
 - e. Occupational Therapy Asst.
 - f. Pharmacy Tech
 - g. Practical Nursing-EGF
 - h. Physical Therapy Asst.
 - i. Respiratory Therapist
 - j. Surgical Tech
5. "GREEN" PROGRAMS WITH AVAILABLE CAPACITY (less than 70% full)
 - a. Medical Secretary
 - b. Early Childhood Paraprofessional
 - c. Practical Nursing-TRF
6. "GREEN" PROGRAMS WITH LIMITED CAPACITY (greater than 70% full)
 - a. Construction Electricity-EGF
 - b. Computer Networking
 - c. Farm Operations & Mgmt
 - d. Radiology Tech
 - e. Welding-EGF