

Automotive Service Technology Program Sustainability Committee
November 20, 2008
3:00 PM
Room 545

Meeting Minutes

Attendees: Norma Konschak, Rocky Ammerman, Lisa Bottem, Norm Halsa, Mark A. Johnson, Tishara Melcher, Julie Olson, Kelsy Blowers

Issues:

Low enrollment

Why don't we get high school students any longer?

Opportunities:

- Utilize Block Scheduling
- Recruiting Efforts
 - Car Shows last summer
 - Warren community event (not a good turnout for High School)
 - Mahnomen Career Fair – Dec 4th
 - Get out to area High Schools early spring semester
 - Get in touch with Tech. prep. Coordinator
 - Murray Turner is contact (also taking over for Bev Armstrong)
 - Tim Olson – school to work coordinator at Lincoln H.S.
 - Shelly Cervantes
 - Matt McGlynn “Small Engines” at Lincoln H.S.
- Get MN High School list from Gene Klinke
- Lynn McGlynn has list of contacts for Aviation program
- Prospect list for metro area?
- Need program specific advertising
- Marketing
 - Facebook
 - U-Tube
 - On-line Recruiter
 - New NCTC video (to include students)
 - Car talk show on NCTC radio station?
 - Project car?
- Need to get students on campus
 - Career exploration day (Jr's & Sr's)
 - Hold an “open house” similar to COSM & MSTH in the spring with a specific project highlighted (limit to prospective students)

Results:

Next Steps:

- Contact Mark C. Johnson to make a new video for program
- Contact Jason Pangiarella to check on a Facebook account
- Contact Chad Sperling regarding "Group" Facebook account
- Set up "open house" event for spring semester
- Lori will get contact list from Lynn McGlynn
- Kelsy will contact Lincoln H.S. counselor to find out what barrier is keeping students from coming out here