



Northland Community & Technical College Auto Body Collision Technology Program Sustainability Committee Meeting

December 18, 2009
12:00 Noon
TRF Campus-Room 545

MINUTES

Attendees: Shannon Nelson, Norma Konschak, Kent Wagner, Tim Reuter, Kelsy Blowers, Nicki Carlson, Rocky Ammerman, Gene Klinke, Mark C. Johnson, and Lori Johnson, Recorder

Topic	Responsible Party	Discussion/Outcome
Call to order		12:00 noon.
1. AUBO Program Update	Kent & Tim	<p>Kent and Tim shared their current efforts to promote the AUBO program:</p> <ul style="list-style-type: none">• Have sent out post cards to all prospects (140-160); only two responses.<ul style="list-style-type: none">○ Emailed 60 prospects○ Focus on students from immediate area first• White Earth visit last week• Personal calling of prospective students• Tim will go recruiting on Fridays (Spring 2010)<ul style="list-style-type: none">○ Will try to take students along – more approachable for students• Video is partially complete<ul style="list-style-type: none">○ Will try to get “in-progress” video ready• Mark C. will help get BLOG up and running with “in-progress” story

		<ul style="list-style-type: none"> • Open house set up with AUMO program – would like to have earlier in the day or extend the time of the current open house – could possibly work with other depts.: <ul style="list-style-type: none"> ○ Welding ○ Architecture ○ New Media • Had t-shirts made up – students designed – Possibly have more made up to give out as promotional items. <p>A list of the “Orange” programs needs to be distributed.</p>
2. New Promotional Ideas		<p>Some new marketing ideas were discussed:</p> <ul style="list-style-type: none"> • Career Expo – have moved away from “general” – direct attention to specific programs: <ul style="list-style-type: none"> ○ COSM and MSTH have held “pamper parties” ○ WELD “Behind the Mask” competition • Pamphlets/Brochures need to be redone for all programs <ul style="list-style-type: none"> ○ Need updated photos ○ More up to date layout ○ Should include link to BLOG ○ “Viewbook” look • New posters need to be made up ASAP (1/4 size) <ul style="list-style-type: none"> ○ Kent will talk to Jennifer Sundberg to check on status of poster. • Rotate programs on web page <ul style="list-style-type: none"> ○ Develop a structured schedule for banner on web page • Best marketing ideas need to be shared/used by all programs
3. Funding/Financial Assistance	Norma	Norma indicated that she will provide funds for costs of promoting. She will have a cost center created to cover the costs of mileage and promotional items necessary.
4. Program Sustainability “GO TO” Person	Shannon	Shannon Nelson will be the contact person for all program sustainability concerns. She will make sure that ideas are shared between committees.
5. Action Items		<ul style="list-style-type: none"> • Make new poster (1/4 size) – Grouplink ticket needed • Start BLOG – Mark C. will work with Kent and Tim to set up • Viewbook pages

		<ul style="list-style-type: none"> • Web page banner – create rotation list “orange programs” • Gene will send prospect lists as updated and/or monthly • Norma will have cost center created for promotional expenses • Open house – Thursday, January 28th from 3:30-5:30pm. Try to schedule earlier in the day next year. • Committee members need to forward their schedules for spring semester to Shannon so that she can create a meeting schedule. • Norma will bring concerns to cabinet.
Adjourned		12:55 pm.