



## Northland Community & Technical College Automotive Service Technology Program Sustainability Committee Meeting

December 18, 2009  
11:00 AM  
TRF Campus-Room 545

### MINUTES

Attendees: Shannon Nelson, Norma Konschak, Norm Halsa, Mark A. Johnson, Kelsy Blowers, Nicki Carlson, Rocky Ammerman, Gene Klinke, Mark C. Johnson, and Lori Johnson, Recorder

Topic	Responsible Party	Discussion/Outcome
Call to order		11:00 am.
1. AUMO Program Update	Norm & Mark A.	<p>Norm and Mark A. talked about what they were currently doing to promote the AUMO program:</p> <ul style="list-style-type: none"><li>• Expand territory into North Dakota and further south.</li><li>• Develop power point presentation for high school visits</li><li>• Poster (1/4 size) has been prepared to post at area high schools (would like to get access to new photos to use on posters)</li><li>• Video was produced to give to interested students</li><li>• Bookmarker with date of upcoming open house was prepared for distribution to prospective students.</li></ul> <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"> <li>• Rotate programs on web page <ul style="list-style-type: none"> <li>○ Develop a structured schedule for banner on web page</li> </ul> </li> <li>• Best marketing ideas need to be shared/used by all programs</li> <li>• Prospect lists need to be sent out on a regular basis. <ul style="list-style-type: none"> <li>○ Gene is currently sending email notification as soon as new prospect is identified.</li> <li>○ Norm and Mark A. are calling first and then emailing new prospects.</li> </ul> </li> <li>• The need to visit classrooms directly was discussed. <ul style="list-style-type: none"> <li>○ Contact trades instructors and schedule a time to visit the classroom</li> <li>○ Try to schedule visits with other programs if possible.</li> </ul> </li> <li>• Mark C. suggested starting a BLOG for the AUMO program. <ul style="list-style-type: none"> <li>○ Mark C. will work with Norm and Mark A. to get BLOG up and running.</li> </ul> </li> <li>• CHS possibilities? <ul style="list-style-type: none"> <li>○ No – too expensive</li> </ul> </li> <li>• Focus on specific high schools: <ul style="list-style-type: none"> <li>○ Waubun and Mahnomen have shown high interest</li> <li>○ Red Lake students go to Bemidji due to distance and dollars</li> </ul> </li> </ul>
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	<p>Shannon Nelson will be the contact person for all program sustainability concerns. She will make sure that ideas are shared between committees.</p> <p>The new Marketing Director needs to focus on the sustainability programs</p>
5. Action Items		<ul style="list-style-type: none"> <li>• Get AUMO back up on the web page banner</li> <li>• Norma will have cost center created for promotional expenses</li> <li>• Explore BLOG – Mark C. will help to create</li> <li>• Mark C. will work with new Marketing Director until end of school year, items needed: <ul style="list-style-type: none"> <li>○ Video</li> <li>○ Poster</li> <li>○ Web page banner</li> <li>○ “jingle”</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• New Photos that were taken by photographer need to be used</li> <li>• Gene will send bi-weekly list of prospects</li> <li>• Open house – Thursday, January 28<sup>th</sup> from 3:30-5:30pm. Try to schedule earlier in the day next year.</li> </ul>
Adjourned		11:55 am.