

Automotive Service Technology Program Sustainability Committee
February 13, 2009
8:00 AM
Room 645A

Meeting Minutes

Attendees: Norma Konschak, Rocky Ammerman, Norm Halsa, Mark A. Johnson, Tishara Melcher, Julie Olson, Kelsy Blowers, Mark C. Johnson, Gene Klinke, Kent Hanson

Issues:

Norma started out the meet asking members what they could do to help promote programs and increase enrollment:

- Asked for specific ideas from each member.
- What actions can you take to increase the enrollment?
- When can you implement your action plan?

Kent commented that Norm and Mark were on the right track and asked what he could do to help them reach their goals.

Gene indicated that they currently had 87 prospects for the program. He had some suggestions for recruitment:

- More through the web
- Career Expos
- Program specific open house
- Possibly defer application fee

Norm and MarkA commented on their high school visits:

- Norma has visited Bagley, Roseau, Warroad, Stephen and Warren
- MarkA has visited Hallock, Lancaster, Win-E-Mac, Oklee, Fosston and Grygla
- New secondary instructors are unaware of NCTC's programs
- Old secondary instructors are disillusioned from past experience with NCTC
- The new business cards distributed during visits were well received
- MarkC has completed new program video and they are showing and distributing at the high schools
- Would like to have a program specific poster to post at high schools and area businesses
- Is there a way we could donate our unused equipment to area high schools in need?

Opportunities:

Kent suggested following-up recent high school visits with further contact with interested students. Kent offered to provide funding to cover costs involved. Some suggestions and ideas were shared:

- Open house for programs in related areas
 - Hold during regular school day
 - Try to have some current students involved to help recruit
 - Limit to a few related programs
- College Expo
 - Alternate TRF/EGF campus
 - Need to change focus
- Recruit during upcoming basketball tournaments
 - Faculty volunteers to attend events
- Google advertising
 - Kent will provide \$750 to get started
- Possibly offer specific program to high school students

Results:

Feedback from high school visits has been very positive. Need to follow-up with open house on campus for students/parents/instructors interested in program.

Next Steps:

- New Marketing materials needed:
 - MarkC will design new poster to distribute to high schools and businesses
 - Use photos from video using current student photos
 - Will format so that photos can be swapped out as necessary
 - Google advertising
 - Kent will provide \$750 to start with
 - Possibly develop a tabloid type flyer for distribution
- Gene will set up “open house” event
 - Will include AUMO, AUBO and WELD departments
 - Pick a day/date that will work best
 - Try to include current students
 - Possibly offer a scholarship for one student attending open house