

# **Automotive Service Technology Program Sustainability Committee**

**April 21, 2009**

**3:00 PM**

**Room 645A**

## **Meeting Minutes**

Attendees: Norma Konschak, Rocky Ammerman, Norm Halsa, Mark A. Johnson, Tishara Melcher, Kelsy Blowers, Kent Hanson

Norm brought the new Automotive Service Technology poster that MarkC made for marketing purposes. The poster turned out well. Will cut the size in half for next year. It is a little large to hang in some of the businesses. Smaller size may work out better.

Norm and MarkA reported on high school visits:

- They are trying to get into Lincoln (TRF) before the end of the semester. There are currently no PSEO students from Lincoln; apparently there is a conflicting required class at Lincoln; will try to offer one-semester course to attract PSEO students. Kelsy suggested working with Shelly Cervantes, Lincoln counselor.
- Will be visiting Red Lake Falls and Crookston high schools next week.
- Norm and Mark will alternate high schools visited next year so that instructors/counselors are familiar with both NCTC instructors.
- Norm will visit Grafton again.

Open House Results:

- Open house went well
- Applicants as result of open house
  - 3 Welding
  - 2 Auto Body
  - 2 Automotive Service
- Many prizes donated by area businesses. Rodney Knutson of Sears donated large tool box for grand prize.

Open House will be held again next year. Will make some changes:

- Set date earlier so that it can be announced during recruiting trips
- Have open house date printed on new recruiting posters to hang at area businesses/high schools
- Norm is working with the Foundation to try to arrange for a scholarship
- Prizes will need to be managed better to allow a more equitable division amongst potential students for each program

MarkA will be going to Grand Forks next Friday for NATEF conference. Will try to promote the program during his visit.

Developing an articulation agreement between high schools and our program was discussed. This will be looked into. It was done successfully in the past and could be developed again.

The program will consider offering one transmission class instead of two. Not many students take the second year class and combining some of the elements from each course will benefit students. Will work with EGF program when considering program modifications.

YouTube Advertising – Norm said that the site had 86 hits so far.

Google Advertising – Will check with Gene or Mark to see how it's going.

Registration for next year:

- 10 applicants for Automotive Service program
- 10 applicants for Auto Body program

Tara will run report with applicant names and phone numbers and forward to instructors so that they can follow up with applicants.

Kent asked if current students had enrolled yet. Students typically don't register until mid-summer.

The possibility of offering a one-year certificate was discussed:

- Advisory committee said they would hire student with one-year certificate
- Some students don't want to complete developmental courses

Hybrid vehicle was acquired for automotive programs.

- Vehicle will be shared by EGF & TRF for instruction
- If used for recruiting, will require new tires due to excessive wear