



Northland Community & Technical College HVAC Sustainability Committee Minutes Wednesday, February 24, 2010

Attendees: Curtis Peters, Steve Kroke, Karl Krogfoss, Dennis Wierima, Hank Roehrich, Loren Abel and Mark Johnson; reporter-Renee Kringlen

Topic	Discussion/Outcome
1. Program Update	The program has received a list of prospects and plans are being made to contact them. There will be a day on campus where high school students will be visiting and the program plans to participate. It was suggested that ways to increase enrollment will be on the agenda for the Advisory Board meeting.
2. Marketing Efforts.	<p>The use of Google Search was discussed by the committee. In December a list was submitted by Karl to be used in the marketing effort of the program. The Google Search process was described by Mark as a bidding system that requires intervention and updating. The question was brought up as to how high to bid.</p> <p>The process needs to be developed and so it was suggested that the Program Director review the site. A budget should to be established so that the Program Director would know what resources are available to market the program. The list that was submitted may need to be refined by the Program Director so that it is effective in reaching the target market.</p> <p>Mark suggested that a blog could be used to communicate current information about the program. He described the site that he is using to promote the New Media program.</p> <p>The committee discussed attending the Forx Builders Show in March at the Alerus. Hank will check into getting a booth if needed.</p>
3. On-sights visit to program area	The committee did not make any recommendations as to what sites to visit. It was suggested that the web site for the college be updated with a current video and have a part in the banner on the home page.

4. Personal recruitment sessions involving faculty, current students and former students that have graduated from the program	The faculty on the committee is willing to promote the program through personal recruitment. Members discussed the need for student information sessions. This could be used to communicate the program and opportunities that exist in the field.
5. Other actions as needed	The committee did not have any other options to offer.
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