



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

April 19, 2010

3:00 PM

TRF Campus-Room 662/EGF Campus-Room 301

MINUTES

Attendees: Norma Konschak, Norm Halsa, Mark A. Johnson, Gene Klinke, Kent Hanson, Jason Trainer, and Lori Johnson, Recorder

Absent: Shannon Nelson, Kelsy Blowers, Nicki Carlson, Rocky Ammerman, Lisa Bottem, Mark C. Johnson, Julie Olson, Tishara Melcher

Topic	Responsible Party	Discussion/Outcome
Call to order	Norma	3:05 pm.
1. AUMO Program Update	Norm & Mark A.	<ul style="list-style-type: none">• Norm and Mark have been out to most area high schools and given their program presentation<ul style="list-style-type: none">○ It is getting harder to schedule high school visits – lots of schools/programs trying to get into visit high schools○ Hard to gauge effectiveness of visits – interest cards○ In process of donating used equipment to area high schools○ Trying to build good relationships with area high schools○ Articulation agreement with Warren; working on agreement with Bagley• Both AUMO and AUBO had booths at Prime Steel show – Seemed like more attendance at the AUBO booth

		<ul style="list-style-type: none"> Numbers are increasing slowly – going from 4 to 10 second year students - goal is to have full program
2. Update from Admissions	Gene	<p>Gene outlined current status of activities in Admissions for AUMO program</p> <ul style="list-style-type: none"> 53 current prospects Applicants ahead of last year – currently have 12 applicants Flyers were sent out to all prospects for campus “Visit Days” – April 27th and May 6th are the two remaining dates Counselors from Northwest Minnesota were on campus for a meeting/luncheon. <ul style="list-style-type: none"> There was a good turnout Small area high schools – average of 39 graduates Program directors/department heads talked about their programs It is harder to schedule high school visits – either early am or noon – can’t just fill a day with appointments from schools in a certain area. Pop up banner for AUMO has been ordered from Total Displays.
3. Scholarship Possibilities	Kent	<ul style="list-style-type: none"> Kent has requested \$10,000 for recruitment scholarships from the foundation. Mark suggested changing the request to \$30,000 – Kent will modify request Street Wizards (TRF car club) has scholarships for first year students in AUBO and AUMO programs Roseau area business has a \$1,000 scholarship available for Roseau/Hallock area students
4. Marketing Ideas	Gene Jason	<p>Jason asked for a list of current recruiting efforts in the AUMO program:</p> <ul style="list-style-type: none"> High School visits Open house (spring semester) Posters handed out at high school visits Web page banner Direct contact with students – phone calls; emails Mark keeps afternoon open for PSEO students but high schools are making it hard for students to participate in the program because of funding loss Video was made in-house by Mark C. Johnson. Would like to update biannually to keep current students visible

		<p>Jason stated two areas he wanted to work on:</p> <ol style="list-style-type: none"> 1. Getting students interested in the program. 2. How to get students to come to Northland. <p>Norm asked what Jason could do to help the program</p> <ul style="list-style-type: none"> • Jason will visit the AUMO dept. in TRF and watch video to get feel for the program • Jason will put together a marketing plan for the AUMO program • Focus on target marketing – Specific rural marketing in northern Minnesota <ul style="list-style-type: none"> ○ North – Roseau/Warroad/Baudette ○ East – Goodridge/Grygla/Kehler/Northhome/Bemidji ○ Southeast – Bagley/Fosston ○ South – Erskine/Fertile • Need to find something unique in the TRF program - that “something special” that will attract students to this campus
5. Action Items		<ul style="list-style-type: none"> • Jason will be in TRF tomorrow, April 20th, and will stop by to visit with Norm and Mark and tour the department • Jason will view the program video to get a “feel” of the program • Follow up with applicants to encourage/assist them in getting their necessary paperwork/financial aid/etc. completed so that they can get <u>registered</u>. • Jason will form relationship with local media to ensure their commitment to NCTC to help promote programs when applicable. • Kent will work on developing administrative level relationship between NCTC and area high school principals/superintendents/school boards. Northland needs to change negative image into positive.
6. Adjourned		4:50 pm.