



## Northland Community & Technical College Auto Body Collision Technology Program Sustainability Committee Meeting

April 21, 2010

3:00 PM

TRF Campus-Room 545/EGF Campus-Room 301

### MINUTES

Attendees: Norma Konschak, Kent Wagner, Tim Reuter, Gene Klinke, Julie Olson, Kent Hanson, Jason Trainer, and Lori Johnson, Recorder

Absent: Shannon Nelson, Kelsy Blowers, Nicki Carlson, Rocky Ammerman, Lisa Bottem, Mark C. Johnson, Kathy Huschle, Linda Samuelson

Topic	Responsible Party	Discussion/Outcome
Call to order		3:05 pm.
1. AUBO Program Update	Kent & Tim	<p>Kent and Tim gave an update on program:</p> <ul style="list-style-type: none"><li>• Have tried to call prospects – have found it hard to reach students<ul style="list-style-type: none"><li>○ Emailed 60 prospects</li><li>○ Focus on students from immediate area first</li></ul></li><li>• Have visited some high schools – Crookston was a big one</li><li>• Booth at Prime Steel show – Lots of parents visited booth – Maybe got a couple who were seriously interested in the program</li><li>• White Earth career fair<ul style="list-style-type: none"><li>○ Good exposure</li><li>○ There were several individuals who were not aware that NCTC had an auto</li></ul></li></ul>

		<p>body program in TRF</p> <ul style="list-style-type: none"> <li>○ They are interested in trying to find a program that would be a better fit for the male population</li> <li>• Mark C. Johnson is still working on video – he has interviewed some students but still needs to interview instructors</li> <li>• BLOG with “in-progress” story-line never got going</li> <li>• Poster was made to distribute during high school visits</li> </ul>
2. College in the High School Possibilities		<p>Discussion was held about the possibility of offering an introductory technical class in the high schools that would transfer to the college. This would give students an incentive to come here as they would already have a start. Some ideas were proposed:</p> <ul style="list-style-type: none"> <li>• Possibly offer an “Intro to Transportation” or “Safety” course that would fit multiple tech programs</li> <li>• Possibly reduce CPA requirement for technical programs</li> <li>• Norma will talk to Rich Johnson to see what the possibilities are</li> <li>• Gene will visit with Sheila Helgeson, Scott McKonkey and John Clark the next time he is in Mahanomen.</li> </ul>
3. Update from Admissions	Gene	<p>Gene reported on Admissions status:</p> <ul style="list-style-type: none"> <li>• 61 prospects as of today</li> <li>• They have sent email notification to all students inviting them to “Campus Visit” days on April 27<sup>th</sup> and May 6<sup>th</sup></li> <li>• If no email address, invitations were mailed to students</li> <li>• 8 new applications</li> <li>• 3 registered</li> <li>• 1 returning student – from Construction Electricity program</li> <li>• 4-5 seats filled for first year – about the same as last year at this time</li> </ul> <p>Kent asked how the Detroit Lakes program is doing</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> year students – 17 or 18</li> <li>• 2<sup>nd</sup> year students – 15</li> <li>• Detroit Lakes has a larger population to draw from</li> </ul> <p>Closest programs are in Detroit Lakes, Whapeton, St. Cloud and Duluth</p>

4. Marketing Ideas	Gene Jason	<p>Several ideas were discussed to help promote the program:</p> <ul style="list-style-type: none"> <li>• Northwestern Minnesota is primarily an agricultural area – Look into the possibility of using an “Alternative Calendar” to draw more students <ul style="list-style-type: none"> <li>○ Later start date after the harvest season is complete</li> <li>○ Shorter break at Christmas</li> <li>○ Earlier end date to allow for planting season</li> <li>○ Norma will check with MnSCU</li> </ul> </li> <li>• Web cam – project car – follow progress</li> <li>• Find a unique vehicle in need collision repair to use as a project and then take on the road recruiting</li> <li>• “Go Green”</li> <li>• Offer 3<sup>rd</sup> year “specialized certificate “ in restoration – MN West tried but it didn’t work out well for them</li> </ul>
5. Action Items		<ul style="list-style-type: none"> <li>• Kent and Tim will finalize video with Mark C. Johnson to use on web page and to burn a DVD for distribution</li> <li>• Norma and Gene will check into the possibility of using an “Alternate Calendar” for the program</li> <li>• Jason will come up with a marketing plan</li> <li>• Gene will send out more letters to prospects for the May 6<sup>th</sup> “Visit Day”</li> <li>• Kent and Tim will poll their students to see if a later start date/earlier end date would have influenced their decision to enroll in the program.</li> <li>• Gene will set up meeting to discuss the possibilities of an “Alternate Calendar” – Invitees: Rocky Ammerman, Gerald Schulte, Mary Fontes, Kent Hanson, Norma Konschak, Shannon Nelson, Tim Reuter, Kent Wagner, Gene Klinke</li> <li>• Web page banner – Norma will check on rotation to be sure the “orange” programs are still included</li> <li>• Jason will set up a photo session to be sure there are quality photos to used for marketing</li> </ul>
Adjourned		4:05 pm.