



Northland Community & Technical College Paramedicine Program Sustainability Committee Agenda

Monday, December 8, 2008
EGF 106, TRF 662, 9 a.m.

MINUTES

Attendees: Dan Sponsler, Dennis Labahn, Shannon Bolden, Pam Schorsch, Nic Thompson, Kent Hanson, Hank Roehrich, Mary Fontes, Jennifer Dahlen, Mark Johnson, Julie Olson, Beth McMahon, and Gene Klinke.

Topic	Responsible Party	Discussion/Outcome
Consult current and former students for input	Dan	Mostly focused on adapting to the new 60/120 requirements. Haven't received a lot of useable feedback from current students yet.
In-depth look at successful programs	Dan	Haven't done this yet. The successful programs out there are located in the metro areas and they don't have a problem with filling their programs.
Marketing Methods	Dan	<p>This is an area where a lot of effort has been focused. He has participated in conferences and has had booths present. He was present at Warren and Fargo. Last year he visited the health Occupations classes at Red River and Central and will do so again this year. Beth has attended the MN State Health Occupation in MN and displayed paramedic information, plus other health program information. There is another one down in the cities they should attend.</p> <p>Google ad words have fared well. Kent paid for the ad words. Dan typed in paramedic education and our program came up second on the list. The prospect lists have been passed on to Dan from Gene and Shannon. Dan stated that he had twenty-nine prospects on the list. Dan inquired how the students had heard of us and a majority stated they heard about us through the internet or through school counselors. The notification of prospects has been a good follow-up activity. It was suggested that an on-campus event, similar to what cosmetology has designed, could be a future activity for prospects and applicants. Nic and Shannon will follow-up with Dan on how to make it</p>

		happen.
On-sight visit to program area	Dan	Mainly dealing with the 60/120 issue.
Personal recruitment sessions involving faculty, current students and former students that have graduated from the program	Dan	<p>This agenda item is tied to item #1. Dan has always tried to answer any questions that prospective students have had. He has emailed them and called them to answer their questions.</p> <p>He has mainly been focused on the 60/120 issue with his curriculum and working as fast as he can to meet the needs of the constituents involved. He has an Advisory Committee meeting scheduled at 10 am after this meeting and will present the 72 credit Fire/Medic program and then the 64 credit Paramedic program. When Kent, Hank, and Dan were speaking with a contact at the System office, it was stated that it would be difficult to sustain a separate paramedic program at 72 credits when other programs in the State were at 64 credits. Dan has spoken with current students about the changes and adjusted current curriculum based on those discussions. He needs approval of the advisory committee before he goes to AASC for approval. Beth stated that the Fire/Medic program is popular and when she was at the statewide conference there were people interested in the option. Shannon also stated that the prospects that she has met with are typically interested in both Fire and the Paramedic program but shy away when they hear it will take them four years to complete. This option seems as if it will meet the needs of the population coming to our institution and a bigger need in the State.</p> <p>Dan stated that from his own budget he has spent approximately \$6000 every year marketing the paramedic program through conference fees, booth rentals, mileage, etc. He stated he may need a little more to help cover the costs in his budget. He stated that the conferences are EMS related and when he didn't attend for a year or so, he saw a drop in enrollment.</p>
Other actions as needed		<p>Beth inquired about the banners or a table display for health programs. Gene showed the group the banner that was developed for the cosmetology program. Gene stated he would pay for a banner for the fire/medic or paramedic program. A banner costs approximately \$600 each. Dan stated to give him a couple of days to work through his advisory committee before he moves forward with a banner.</p> <p>There was discussion regarding the need to market our health programs from the angle that most of them there is no waiting list and ability they do not require specific ACT scores, GPA requirements, or such to be accepted. Quite a few individuals from the cities could be possible targets as many health programs fill and there are long waiting lists to</p>

		<p>enter – we could capitalize on the situation and advertise in the metro area. Mark will look at putting some ads in some metro papers. Beth also suggested the Healthcare job section of the Star Tribune as a possible area for health program advertisement.</p> <p>Nic is the lead on the Career Expo that has yet to be scheduled for Spring Semester. The Career Expo will be another opportunity for health programs and all college programs to showcase their options to prospective students. When Nic firms up the date he will send out information to program directors.</p> <p>Another opportunity to showcase programs to a young audience is the Marketplace for Kids. Pam Schorsch is the main campus contact for that opportunity.</p>
Next Meeting	Hank	Next meeting was scheduled for Monday, January 26, 2009 at 9 am . Hank will set up the rooms and send a reminder notice out to committee members.