

Architectural Technology Sustainability Meeting Notes

October 1, 2010

Attendees: Eugene Klinke, Kim Philipp, Rod Lahren, Rocky Ammerman, Norma Konschak, Kent Hanson, Scott Godfrey, Shannon Nelson

Absent: Jason Trainer

Curriculum – course offerings, course changes, class caps, etc.

- Curriculum changes from FY2010 go into effect in FY2011
- Looking into curriculum for teaching Green Associates (Rod is working toward getting certified as a Green Associate and LEED certified - he is registered for the class required before he can sign up to take the first part of the certification exam)

Advisory Committee Recruitment

- Met with advisory committee on 9/28/10 and developed a number of strategies

Program Changes – Delivery mode, add/change awards, etc.

- Engineering Tech is a potential option for a new program because we already have the software and equipment necessary; we would be competing with 2 strong existing programs – Detroit Lakes and Wahpeton

Recruiting – high school visits, college fairs, career fairs, etc.

- Suggestion to work with the high schools by providing a possibly 2-day seminar on Architecture (work with instructors)
- May want a presence at the North Dakota Counselors Association (Bismarck in February)
- Already at 20 prospects in the ARCH program for fall 2011

Promotional Materials – pamphlets, posters, brochures, etc.

- Posters (with no campus location) will be going up in high schools (students will be putting these up where they graduated)

Web page – blogs, etc.

Google Ads

- **Action:** Kim/Rod to send Jason words for Google ads and regions to target

Videos/Photos

Traditional Advertising – Television, radio, newspaper, etc.

- ARCH is putting \$3,000 into marketing the program
- Suggestion to combine marketing of Architectural Tech with other construction trades

Student/Ambassador Promotion

- Have a Facebook page with former students in the workplace (testimonials, comments from employers, etc.) and link from ARCH webpage
- Testimonials from successful graduates
- **Action:** Kim/Rod to send Jason names of student to schedule a student success story

Other

- How to best utilize both campuses
 - o Suggestion to possibly move the program to EGF campus
 - o Most construction trades on the EGF campus (can work more together with Carpentry, Construction Electricity, etc.)
 - o 75% of ARCH students are currently commuting from EGF to TRF campus
 - o More architecture firms in EGF

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- Larger recruitment area in EGF - many washouts from NDSU architecture program; NDSU pushes students to stay on campus in construction management, need to find ways to let those students know what we have to offer
 - Building Center in East Grand Forks and Transportation Center in Thief River Falls
- Cap of 15 students for CAD classes but had 18 students last year, so cap moved to 20 students to accommodate
 - **Action:** Shannon will ask Lori Johnson to move caps on all ARCH classes to 20
- Program Data Analysis
 - Suggestion for percent full to be based on the 17:1 ratio instead of the class cap

Revised 10/5/10 SN