

Auto Body Sustainability Meeting Notes

October 1, 2010

Attendees: Eugene Klinke, Kent Wagner, Tim Reuter, Rocky Ammerman, Norma Konschak, Kent Hanson, Scott Godfrey, Jason Trainer, Shannon Nelson

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

- Offer courses in unique and new processes such as water-based paints
- New course development – airbrushing, aluminum welding, tig welding (\$2,000 extra costs) etc.
- Option to include the OSHA course that Joel teaches in curriculum

Advisory Committee Recruitment

- Include members from Fargo/Moorhead to reach a broader base

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

- Looking to offer certificates to improve graduation rates
- Option to include a course on Fridays

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

- Tim and Kent want to travel with or send information with recruiters in North Dakota, South Dakota, etc. (will also bring a student with them for recruiting)
- Desire to pursue recruiting in Winnipeg
- Tech centers in Grafton, Jamestown, Valley City to recruit

Promotional Materials – pamphlets, posters, brochures, etc.

- Calendar of vehicles that students have worked on
- **Action:** Kent and Tim to send Jason names of student to schedule a student success story
- **Action:** Marketing to update and create new brochures for high school visits

Web page – blogs, etc.

- Update the academic web pages, second tier to add/create new videos with New Media students

Google Ads

- **Action:** Kent & Tim to send Jason words for Google ads for Auto Body and also send him regions to target

Videos/Photos

- Create small 15-30 second videos for YouTube
- New Media students will be taking videos of programs, maybe in spring 2011

Traditional Advertising – Television, radio, newspaper, etc.

- **Action:** Jason to pursue radio ads during football/volleyball and basketball tournaments
- **Action:** Kent and Tim to send generic PPG press release to Jason and pictures will be scheduled

Student/Ambassador Promotion

- Two students are involved in mentoring program; students talk and spend time with prospects
- Include current auto body students in recruiting trips

Other

- **Action:** Jason to investigate program marketing on vehicles that travel locally (foundation and alumni would be interested in helping to fund this)
- Suggestion to run tool purchases through the bookstore to facilitate the use of financial aid
- Kent and Tim will be certified for waterborne products in December