

Auto Body Technology Sustainability Meeting
November 19, 2010
10:45 am

Attendees: Norma Konschak, Scott Godfrey, Kent Hanson, Tim Reuter, Kent Wagner, Jason T (11:05)

Absent: Gene K, Rocky, Shannon

Curriculum

New schedule, new courses, some renamed, some combined, 30 credit certificate. Where do we go from here? Do we have all of the information that we need? Kent said Shannon will meet with Tim and Kent to prepare documentation for AASC. Best days for Tim & Kent, M-H after 3pm and anytime Friday. This was discussed with the advisory committee and minutes reflect that.

Advisory Committee Recruitment

A past student from Grand Forks is on the committee. Craig Hagen from Fargo has agreed to be on the committee and will be at the meeting in the spring.

Program Changes

Kent has decided that one of our programs will begin later in the Fall. Auto Body said they are willing to look into that. Kent asked them to work with Norma to investigate that schedule.

Recruiting

Went to Fargo South mid-October - 4 signed prospect and had a prospect on November 18

Went to West Fargo – 3 or 4 signed prospect cards

Promotion Materials

Student Success Story – issue was confused because Jason wanted current students and the instructors gave him 8 names and their employers for graduates. Kent W. will clarify that with Jason, for graduates. Several schools are using current students, but wouldn't dismiss current students. Kent W. said he has a present student that would be interviewed. Distinguish between "student success story" and "student testimonial." Jason said programs were having trouble finding recent grads and he thought they should be recent grads. Use "Graduate Success" and "Student Testimonials."

Web page

Turned in a grouplink ticket 4 weeks ago and sent all of their personal information and have not had any response back. Jason thought it was responded to with questions, but he will follow up with it.

Google Ads

Also emailed Jason with 10-12 items associated with Auto Body. Jason said ads will start in Dec. for 4 months; Google, Bing and Yahoo. Need 3 or 4 bullet points summarizing how great the program is. Jason will email Tim and Kent an example.

Videos/Photos

No Update

Traditional Advertising

Have had photos taken and is ready to go. As soon as Tim/Kent say, they will put it out.

Student/Ambassador Promotion

Have a student ready to go with instructors to recruit on Fridays.

Program Marketing on vehicles – a magnetic sign for vehicle – Kent W. would be interested in funding promotion for the transportation core. Kent and Tim will check on some prices in TRF.

Tool purchases through bookstore – having a glitch with this. Norma said students need their own insurance to cover loss of tools.

Waterborne – Dec. 7 & 8

Kent commended Tim and Kent with their work on this process.

Adjourned: 11:20 am