

# Automotive TRF Sustainability Meeting Notes

October 1, 2010

Attendees: Eugene Klinke, Norm Halsa, Mark A. Johnson, Rocky Ammerman, Norma Konschak, Kent Hanson, Scott Godfrey, Jason Trainer, Shannon Nelson

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

- Looking into a certificate option to improve the graduate numbers (will have to look at employment options and be clear about these for certificate grads)
- Possibility of requiring a 2.5 GPA on Automotive courses only for graduation

Advisory Committee Recruitment

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

- Possibility of looking into a later start date in the fall

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

- Visit some high schools every two years since they see both juniors and seniors at once
- Secured \$15,000 for program sustainability recruitment scholarships (\$500 per student)
- Discussion with Murray Turner about training high school instructors

Promotional Materials – pamphlets, posters, brochures, etc.

Web page – blogs, etc.

- Web site may need some reviewing to make sure information is accurate (anyone who sees errors or would like additions can request this through Chad Sperling)

Google Ads

- **Action:** Mark & Norm to send Jason words for Google ads for Automotive along with regions to target

Videos/Photos

- Possibility of taking and getting photos added to instructor pages

Traditional Advertising – Television, radio, newspaper, etc.

- **Action:** Jason to investigate program marketing on vehicles that travel locally (foundation and alumni would be interested in helping to fund this)
- **Action:** Jason to pursue radio ads during football/volleyball and basketball tournaments

Student/Ambassador Promotion

Other