

Carpentry Sustainability Meeting
November 19, 2010
12:45 pm

Attendees: Norma Konschak, Scott Godfrey, Kent Hanson, Loren Abel

Absent: Gene K, Rocky, Jason T, Shannon

Curriculum

Working on wording – adding “green” statements. Those need to go to AASC to modify.

Advisory Committee Recruitment

Program Changes

Spring starts are happening.

Recruiting

Keep doing things that you have been doing.

Promotion Materials

Will be promoting Building Trades programs.

Loren buys pencils with program name.

Northland College on one line & add web site and

“Green” Residential Carpentry or Residential Carpentry “Green” – green pencils with white writing round and flat pencils

Web page

Changes to web page for directory go to human relations. Curriculum changes get help from Shannon.

Google Ads

4 month contract with Google, Yahoo and Bing. 3 or 4 bullets for the program to go on the page.

Green Project Home

Videos/Photos

Loren to send some photos of the house project to Jason.

Add to program page to show updates of the housing project as it progresses.

Kent said Shannon could work with Loren on preparing info to load on the web .

Kent asked Jason to work with Shannon.

Traditional Advertising

Student/Ambassador Promotion

Other

Benefit to the program being a part of the building trades center.

Adjourned: 12:25 am