

Fire Technology Sustainability Meeting Notes

November 22, 2010

Attendees: Eugene Klink, Jeff Laskowske, Rocky Ammerman, Kent Hanson, Scott Godfrey, Jason Trainer, Shannon Nelson

Absent: Norma Konschak

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

- Looking at ways to change the six-credit Firefighter Basic offering since it is capped at 10
- Many other programs in the state have 72 credits so dropping to 60 has made teaching the Firefighter Basic class a challenge
- Adjusted curriculum when it dropped to 60 credits to stay away from evening classes for students to participate in athletics: **Student-athletes were under the impression that they could not take this program due to night classes. Handful of students in TRF who want to be in the Fire Technology program but were told that they couldn't because of scheduling – Coaches and Admissions have been informed that this is untrue, programs and practices will accommodate these students.**
- Addition of Job Skills will allow students to ride along (only program in state with this offering)

Advisory Committee Recruitment

- Issues with the relationship between Northland Fire program and Grand Forks Fire Department; new facilities that we are unable to utilize – need to mend the relationship
- Work with the East Grand Forks fire dept to build a stronger relationship as well
- **Reviewing the option to allow people in the Grand Forks Fire Service to acquire an Advanced Certification at Northland – Company Officer certification**

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

- Rescue Technician is not currently being offered since it is designed for summer: **Advanced Rescue classes are going to move to fall and spring semesters of their second year for AAS students to better accommodate the students' schedules (12-15 students already interested in taking these Advanced Rescue classes).**
- Three possible courses in the Fire Technology program that can go totally online; also a possibility to increase the hybrid learning – Jeff is currently learning to develop online courses: **Jeff has taken the course to learn to build online classes – Company Officer certification would be offered all online.**
- May be able to connect better with NTC-Bemidji with online courses

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

- Had a booth at the North Dakota State Fire School
- Most students attend because of word of mouth
- North Dakota Counselors Association (Bismarck in February)
- Career and Technical Education Conference (first week in August)
- Clarification on prospects: Fire Technology prospects go to Jeff Laskowske, Fire-Medic and Paramedic prospects go to Dan Sponsler
- **Prospects through the web are being forwarded to Karen Meine, Jeff, and additionally Nic Thompson: Nic has been asked to contact these prospects personally to talk to them about the program sustainability scholarships and give them additional information on Northland's Fire Technology program.**

Promotional Materials – pamphlets, posters, brochures, etc.

- Promotional materials for Human Services Careers (Fire Tech, Paramedicine, Criminal Justice-Law Enforcement): **Brought up at AASC that the high schools in MN have their own clustering so marketing is exploring these so that we are comparable – should change to public service,**

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emergency service, etc. MnSCU's Go Places booklet has all the programs divided into clusters as well – Law, Public Administration, and Safety.

Web page – blogs, etc.

Google Ads

- **Action:** Jeff to send Jason words for Google ads for Fire and also send him regions to target: Marketing signed a four-month contract so that these programs can advertise on Google, Yahoo, and Bing – they can request information directly from these sites for the Fire Technology program.
- **Action:** Jeff to send Jason four small blurbs or information on the Fire Tech program for this advertising scheme.

Videos/Photos

Traditional Advertising – Television, radio, newspaper, etc.

Student/Ambassador Promotion

Other