



Northland Community & Technical College Auto Body Collision Technology Program Sustainability Committee Meeting

October 14, 2011

1:00 PM

Polycom – TRF-545/EGF-115

MINUTES

Attendees: Norma Konschak, Kent Wagner, Tim Reuter, Rocky Ammerman, Gene Klinke, Kent Hanson, Jason Trainer, Lori Jonson, Recorder

Absent: Don Fischer

Topic	Responsible Party	Discussion/Outcome
Call to order		1:10 pm.
1. Auto Body Program Update	Kent Wagner Tim Reuter	<p>Kent Hanson opened meeting by mentioning noticed improvement in the program and encouraged Tim and Kent to continue their efforts.</p> <p>Tim Reuter and Kent Wagner shared some difficulties they are experiencing with the current students:</p> <ul style="list-style-type: none">• They have 11 FT and 3 PSEO students• Students aren't showing up for class• Only 4 students regularly attending classes• Tim has sent out 4-6 Early Alerts• 8 week progress report handed out to 8 students• Kent is also keeping tabs on student progress; meeting with students and encouraging their continued efforts

2. Curriculum Review	Kent Wagner Tim Reuter Norma Konschak	<p>Kent & Tim are working towards NATEF certification:</p> <ul style="list-style-type: none"> • Modifying some course names so that they align with NATEF standards • Checking course hours • Current courses are coming out of NATEF book • Checking other programs to see if our courses align with the norm • Equipment is close to what is required by NATEF • Is what we are teaching current with what industry is doing; Industry trends: <ul style="list-style-type: none"> ○ Custom Painting ○ Air Brushing <p>Need to have curriculum changes ready for to present to AASC by March</p> <ul style="list-style-type: none"> • Norma will help with hour/credit conversion • Curriculum needs to focus on “cutting edge” material • PSEO students need to be accommodated (afternoon classes) • Add Certificate
3. Recruiting Efforts	Kent Wagner Tim Reuter Gene Klinke	<p>Instructors to let Gene know when they will be visiting high schools to Gene can get material packet together for them. They will be going to Grafton Nov. 18th.</p> <p>Gene reported there were no spring starts – Gene will get Fall 2012 prospect list to Kent & Tim.</p> <p>Gene will be creating a “CONNECT” account which will direct prospective students to Kent/Tim within 24 hours. This will allow faculty to follow up with a phone call and letter</p>
4. Recruiting/Marketing Materials	Jason Trainer	<ul style="list-style-type: none"> • The creation of a Facebook page was discussed: <ul style="list-style-type: none"> ○ This would be used to keep in touch with alumni/prospective students. ○ Jason Trainer and Gene Klinke will discuss at MET meeting to see what can be done ○ Goal is to have Facebook page up and running by January, 2012 • Marketing is currently working on “Program Clustering” • The professional photo’s will be available for viewing in a “thumbprint” format from which specific photos can be requested • Tim asked for specific advertising targeting Canadian students. • Retractable banner is in progress

		<ul style="list-style-type: none"> ○ Photos of newly remodeled space will be taken on October 18th
5. Program Identity	Kent Wagner Tim Reuter Jason Trainer	<p>Program identify was discussed. Program needs:</p> <p>Cutting Edge Curriculum</p> <p>Image</p> <p>Tag Line</p> <p>Project Car –</p>
6. Action Items	Committee	<ul style="list-style-type: none"> • Curriculum <ul style="list-style-type: none"> ○ Program Review completed last year ○ Working on NATEF certification ○ March deadline to submit changes to AASC and to add Certificate • Advisory Committee Recruitment – Good membership <ul style="list-style-type: none"> ○ One new member ○ New student member • Recruiting <ul style="list-style-type: none"> ○ College Fairs are over now ○ High School visit scheduled for November 18th in Grafton, ND ○ Gene will create “Connect” filter ○ Gene will forward list of prospects to Auto Body Faculty ○ Tim & Kent will talk to students and Advisory Committee about “Project Car” • Promotional Materials <ul style="list-style-type: none"> ○ Poster will be created to bring along on high school visits – should be ready next week ○ Jason Trainer is working on banner-photos to be taken October 18th • Web Page <ul style="list-style-type: none"> ○ Marketing is working on Program Clusters ○ Include current students in recruiting – take with on high school visits • Other <ul style="list-style-type: none"> ○ Scholarship funds – Street Wizards ○ Students purchase tools directly through vendor ○ Student Club? Is there interest in forming a club ○ Track student progress – Facebook page ○ Tim & Kent will talk to students and Advisory Committee about “Project Car”
Adjourned		2:15 pm.