



## Northland Community & Technical College New Media Program Sustainability Committee Meeting

October 14, 2011

3:00 PM

Polycom – TRF-545/EGF-115

### MINUTES

Attendees: Norma Konschak, Delwin Wright, Rocky Ammerman, Gene Klinke, Kent Hanson, Jason Trainer, Lori Jonson, Recorder  
Absent: Don Fischer

Topic	Responsible Party	Discussion/Outcome
Call to order		3:15 pm.
1. New Media Program Update	Del Wright	<p>Del shared some projects his students are currently working on:</p> <ul style="list-style-type: none"><li>• Students are working on three banners to use in the classroom space to be ready for the November 3<sup>rd</sup> open house:<ul style="list-style-type: none"><li>○ Social Media</li><li>○ Media Design</li><li>○ Audio/Visual</li></ul></li><li>• Students are working on logo design to use in New Media student productions.</li></ul>
2. Program Recruiting Materials	Jason Trainer Del Wright	<ul style="list-style-type: none"><li>• Marketing is currently working on "Program Clustering"</li><li>• The professional photos that were taken will be available for viewing in a "thumbprint" format from which specific photos can be requested.</li><li>• Retractable banner is in progress<ul style="list-style-type: none"><li>○ Photos of new media student will be taken on October 18<sup>th</sup> for use on banner.</li></ul></li><li>• Brochure – Del will involve students and will come up with something that can be used in brochures.</li></ul>

3. Recruiting Efforts		Del has full schedule of classes and is not able to get out and visit high schools at this time.
4. Curriculum Review		Del will work with Advisory Committee on possible curriculum changes.
5. Program Identity	Del Wright Jason Trainer	Del will work on this. He will put on paper what program represents. Program needs more fitting name. Focus areas: <ul style="list-style-type: none"> <li>• Production</li> <li>• Web Design</li> <li>• Advertising Dept.</li> <li>• Creative Aspect</li> </ul>
6. Advisory Committee	Del Wright Norma Konschak	Forming a New Media Advisory Committee was discussed. Del has talked to some potential members. Three people have committed and there are two possibilities. Representatives need from the following areas: <ul style="list-style-type: none"> <li>• Video Production</li> <li>• Digi-Key representative</li> <li>• Mark C. Johnson – former program faculty</li> <li>• Jackie Anderson – Clear Channel</li> <li>• Newspaper Editor – The Times</li> <li>• Web/Social Media – Shannon Snowac</li> </ul>
7. Action Items		<ul style="list-style-type: none"> <li>• Advisory Committee Recruitment <ul style="list-style-type: none"> <li>○ Del will have initial Advisory Committee meeting by the first of February, 2012.</li> </ul> </li> <li>• Recruiting <ul style="list-style-type: none"> <li>○ Gene will create “Connect” filter for Electronics students</li> </ul> </li> <li>• Promotional Materials <ul style="list-style-type: none"> <li>○ Jason is working on banner – student photos will be taken on 10/18/11</li> <li>○ Del will design brochure</li> </ul> </li> <li>• Web Page <ul style="list-style-type: none"> <li>○ Marketing is working on “Program Clusters”</li> </ul> </li> </ul>
Adjourned		4:00 pm.