



New Media Program Sustainability Committee Meeting

April 20, 2012

3:00 PM

Polycom – TRF-545/EGF-301

MINUTES

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

Topic	Responsible Party	Discussion/Outcome
Call to order		3:05 pm.
1. Prospects	Gene Klinke Del Wright	Gene gave prospect report: <ul style="list-style-type: none">• 68 prospects• 44-New Media;16-Radio• Applicants (2 completed/2 pending)• 2 prospects have visited with Del and are interested in the program
2. Curriculum	Kent Hanson Mark C Johnson Del Wright Norma Konschak	Curriculum changes were discuss by the committee: <ul style="list-style-type: none">• Program change proposals:<ul style="list-style-type: none">○ Name change to Radio Broadcasting Diploma○ Photoshop class dual-listed as ARCH/NMED?○ These proposals will need to be brought to the May AASC meeting
3. Advisory Committee Recruitment	Norma Konschak Del Wright	Del gave an update on advisory committee member recruitment. Norma suggested that Del hold a spring advisory committee meeting and forward documentation for record keeping (Items needed for records: meeting invitation; agenda; meeting minutes). This can be a virtual meeting.
4. Program Changes Needed	Kent Hanson Mark C Johnson Del Wright Norma Konschak	Kent addressed the problems the program is having. With the very low enrollment, changes are needed: <ul style="list-style-type: none">• Offer courses in a blended/hybrid format (EGF/TRF/Online)• EGF has a radio station now – use that to attract students

		<ul style="list-style-type: none"> • Marketing side/Broadcasting side • Visual design/ Web track/Social Media <p>Mark shared information regarding the radio station:</p> <ul style="list-style-type: none"> • NCTC if the only 2-year school with a radio station • Offer Radio Broadcast Diploma <ul style="list-style-type: none"> ○ Add a practicum element <p>Del shared his thoughts:</p> <ul style="list-style-type: none"> • Most classes are a combination of lecture/lab and it would not work to offer as ITV unless there was a lab assistant at other site to assist in the “hands-on” aspects. <p>Mark talked about the “Minnesota Legacy Grant” and asked if there were a space available that could be equipped as a dedicated video production space.</p>
5. Recruiting	Del Wright	<p>Del provided a handout with the following information:</p> <ul style="list-style-type: none"> - <i>During the open house had a group of students from Plummer in for a graphic design project workshop.</i> - <i>Careers presentation to Red Lake Falls classroom through a live webcast</i> - <i>Webcast in collaboration with Enrollment Management</i> - <i>Technology Fair Participation</i> <ul style="list-style-type: none"> ○ <i>Would consider more outreach projects like this.</i>
6. Promotional Materials	Del Wright	<p>Del provided a handout with the following information:</p> <p><i>New Media Student Produced – Brading Logo submitted to MET for approval.</i></p>
7. Web page	Del Wright	<p>Del provided a handout with the following information:</p> <p><i>Website – Student Demo Project – http://northlandnewmedia.wordpress.com/ - (Social Media) CMS website using Wordpress</i></p> <p><i>Needs approval, connection to Northland Website (its unique web address?feature=watch</i></p> <p><i>Facebook Page – Not created yet</i></p> <p><i>Soundcloud (Pod Bean) – Not created yet</i></p>
8. Videos/Photos	Del Wright	<p>Del provided a handout with the following information:</p> <p><i>Student produced videos on YouTube Channel, Northland Website</i></p>
9. Student/Ambassador Promotion	Del Wright	<p>Del provided a handout with the following information:</p> <p><i>Currently have a limited number of students in the program, they have been asked to contribute in many ways to the program. I have 2 students that I would recommend to the program at this time.</i></p>
10. Other	Del Wright	<p>Del provided a handout with the following information:</p> <p><i>Secure Storage space, Studio space, additional Production Equipment</i></p> <p><i>Mini-Video and Audio Recording studio/engineering booth</i></p> <p><i>Lab access for students Web</i></p> <p><i>Web Streaming channel on northland’s Website (New Media Program Space)</i></p> <p><i>Student Website Space?</i></p>

11. Action Items		<ul style="list-style-type: none"> • Curriculum <ul style="list-style-type: none"> ○ Dell will submit Radio Broadcast Diploma name change documentation for May AASC meeting • Program Changes <ul style="list-style-type: none"> ○ Del will try to find time during finals week for a meeting to further discuss program changes needed.
Adjourned		4:10 pm.