



Electronics Technology Program Sustainability Committee Meeting

April 27, 2012

9:00 AM

Polycom – TRF-545/EGF-301

MINUTES

Attendees: Norma Konschak, Andrew Dahlen Rocky Ammerman, Kent Hanson, Jason Trainer, Lori Jonson, Recorder

Absent: Gene Klinke, Don Fischer

Topic	Responsible Party	Discussion/Outcome
Call to order		9:00 am.
1. Banner Update	Norma Konschak Jason Trainer Andrew Dahlen	<ul style="list-style-type: none">• Norma asked the status of the retractable banner for the Electronics Technology program. Jason stated that a temporary banner was done for the open house but a retractable banner was not made.• Andrew stated that the photos taken last fall were not “banner quality” and he would like retakes. Jason stated that photographer would be on campus next week and he would get in touch with Andrew to schedule photo session.• It was decided that a banner should be made when Andrew has funds available from the FY13 budget.
2. VEX Competition Update	Andrew Dahlen	<p>Andrew reported on the VEX competition that was held at Northland this spring.</p> <ul style="list-style-type: none">• This competition is for 7-12th grade students• The competition had 23 teams from many area high schools (Warren/Alvarado/Oslo, Ada-Borup, Red Lake Falls, Goodridge, Badger, Mahnomen, Win-E-Mac, Lancaster, Bagley, Grygla, Marshall County Central, Clearbrook-Gonvick, Fosston, Bemidji).• Students received a “goody bag” that contained an Electronics Technology program fact sheet.<ul style="list-style-type: none">○ A few students talked to Andrew and indicated they were interested in coming to Northland.• The goal for next year’s competition is to double the number of teams participating.<ul style="list-style-type: none">○ The main sponsor of the event is the 360° Program.• Andrew will try to keep the competition for next year’s tournament in Thief River Falls. May have to rotate with Bemidji.

		<ul style="list-style-type: none"> Media coverage: <ul style="list-style-type: none"> Northland's press releases were good The Times covered the event No TV stations came Andrew noted that he should have had the results available sooner. <ul style="list-style-type: none"> Prepare a template for the results ready for immediate release New Media program could maybe do a video shoot as a program project Digi-Key could do a press-release. Andrew participated as a judge in the VEX Robotics World Championship competition in Anaheim, California, April 19-21st.
3. Program Identity	Norma Konschak Andrew Dahlen	<p>The Electronics Technology program is largely a "Digi-Key" program</p> <ul style="list-style-type: none"> 80-90% Digi-Key students Try to attract students from other areas <ul style="list-style-type: none"> What are our competitors doing? What is unique to Northland? <ul style="list-style-type: none"> Micro components We should capitalize on our uniqueness
4. Recruiting	Norma Konschak Andrew Dahlen Jason Trainer	<p>Andrew hasn't received many prospects from the "Connect" filter. Nicki Carlson provided a prospect list with 38 students. 24 from Digi-Key did assessment testing. Andrew would a program specific letter to be created that could be sent out to prospects. Jason reported on the "Program Clusters" had been created and could be viewed on the "Think Northland" web page and in the view book.</p>
5. Curriculum	Norma Konschak Andrew Dahlen	<p>Andrew reported that only minor changed within the classes would be made. The new schedule worked well with the general education classes. He will try to do some schedule adjusting to fit the Friday-only class into the schedule.</p>
6. Advisory Committee	Andrew Dahlen	<p>Andrew stated that the spring advisory committee meeting is scheduled for next week. A student member will be invited. Andrew will ask the committee their thoughts on the program name. Should it be changed to simply "Electronics"?</p> <p>The program fact sheet needs to be updated:</p> <ul style="list-style-type: none"> Program description needs to be revamped List of program courses Job opportunities
7. Program Changes	Norma Konschak Andrew Dahlen	<p>No program changes are planned. Some delivery methods will be revised. Hybrid class that was tried did not work well.</p>
8. Recruiting	Andrew Dahlen Norma Konschak	<ul style="list-style-type: none"> The main recruiting effort this year was from the VEX competition. Norma asked if there was an entry-level electronics course that could be offered through Online College in the High School (OCHS) to try to attract high school students. <ul style="list-style-type: none"> DC Power would be a good offering for high school students Andrew is involved in Project Lead the Way (PLTW) Andrew has volunteered to help the Fisher Public School with their opening a Tech Center in

		<p>East Grand Forks.</p> <ul style="list-style-type: none"> Grant funding may be available to try to get into a building across from the EGF campus.
9. Promotional Materials/Web Page/Google Ads/Videos-Photos/Traditional Advertising/Student Ambassador Promotion		<p>With limited prospects how do we attract more students?</p> <ul style="list-style-type: none"> Can we focus on the 11-12th grade participants in the VEX competitions? Student Ambassador/Student Mentors <ul style="list-style-type: none"> Get student from Electronics program to show interested students around the campus Summer Robo-Storm camps planned for this summer VEX will hold a week-long summer camp at Bemidji hosting 48 students <ul style="list-style-type: none"> Programming Mechanical Design
10. Action Items	Committee	<ul style="list-style-type: none"> Retractable banner will be made when FY13 budget is available. <ul style="list-style-type: none"> Photos will be taken next week when photographer is on campus. Program specific letter will be created to be sent out to prospects. Andrew will meet with Avionics department to explore possibility of sharing resources.
Adjourned		10:05 am.