

Automotive Service Sustainability Meeting Notes

November 19, 2012

Attendees: Jim Retka, Norm Halsa, Mark A. Johnson

Overview:

Meeting was held between the dean and program faculty to briefly review the FY 12 Program Sustainability Matrix as distributed to faculty and administration by Mary Jo Bydal in October 2012.

Faculty related that the program numbers are strong for this year with first year full at 23 and second year numbers are at 12. They stated normal attrition from 1st year to 2nd year programs across like programs is around 50% - they are retaining about 75% from 1st to 2nd year.

Discussed the program expenditure for two Toyota Prius's at \$20,000 that will allow for some program access for AUBO for a one-time repair. Faculty felt strongly that this newer technology is key to keeping our programs current with industry advanced in technology.

Faculty also noted that similar MnSCU programs in the Twin Cities Metro rely heavily on support from OEM's and tier one manufacturer's for the infusion of updated assets to support their programs.

Faculty felt strongly that they should be able to "trade in" outdated program equipment for newer equipment, thus helping to buy down the expense. They stated that other MnSCU institutions have policies that allow for this.

Advisory Committee:

Faculty says advisory committee support and input to the program is strong and at the appropriate level.

Program Changes:

Currently in the process of NATEF recertification which aligns program curriculum and learner outcomes with NATEF Standards. The NATEF visiting committee is being recruited now for a visit in December 2012, or early 2013

Program Promotion:

Recruiting – will attempt to recruit at more North Dakota high schools since this has not been the focus recently as NCTC has had a duplicate program at the EGF Campus. Mark is proposing to take a sabbatical in Fall 2013, to focus on professional development and keep current with

industry practices. He will attempt to accomplish some recruiting visits to high schools in the eastern North Dakota region.

Faculty discussed concerns with Hobson's and questioned whether they are receiving accurate information. It seems as though Hobson's is sending out duplicate/additional notices to prospects, once they have committed to a program? Maybe this has been corrected.

Marketing - Faculty would like to see program marketing on college vehicles, especially those which are used locally by maintenance - including a vehicle wrap.

Faculty feels that college's marketing department should allocate \$1,000 for specific program promotional items such as can coozies, pens, T-shirts etc. They stated approximately \$1,000 of program budget is being used for these items now.

Faculty inquired as to the amount that marketing is spending on other technical programs?

Earlier this Fall, NCTC Automotive programs and Marketing sponsored night at the River Cities Speedway in Grand Forks. There was significant promotion of the programs and many "freebies" were handed out during the event. Faculty stated that it may be too early to gage if that initiative was a success in terms of recruiting for the program. They would like to request if Jason and his team feel the sponsorship was worthwhile.

Jim suggested that each instructor might consider promoting the program on Pioneer 90.1 during an interview with Rom. These interviews can be pre-recorded. Faculty was open to this request.

60/120:

Discussed the upcoming 60/120 ruling and what the programs needs to do to prepare for the deadline in December 2013. Faculty thought that a statewide team of AUMO programs would be formed to structure the request for a waiver from the State. None-the-less, we did discuss that we will need to prepare locally for this in the event that doesn't occur.

Other:

Faculty asked if administration would consider opening up an additional section if program numbers supported that (say, 30 students with two sections of 15) Jim stated there would be additional expense in personnel and supplies, and that the program must cash flow itself before a decision like that could be made. We also discussed what the options for scheduling could be.