



Northland Community & Technical College Speaker's Bureau

December 8, 2006

9:00 – 10:00 AM

Room # 106 EGF / #545 TRF polycom

Membership: Brian Huschle, Kent Hanson, Margarita Bracamonte, Kathy Olson(A), Betsy Jensen(A), Rita Lealos

Guests: Lindsey Wangberg, Chad Sperling

Topic	Responsible Party	Discussion/Outcome
Mission/Goals	Rita	Recruiting Faculty: Brian Suckow, Welding Dept. on the EGF campus, is the newest SB Member. Rita is still waiting for more specific topic information.
		Brian Huschle will updated staff members of the Speaker's Bureau progress at the Dec 11 th , All Employee Meeting, in # 315, and advise the staff members of the SB brochure status.
	Lindsey	Draft Brochure/Script: Lindsey was able to update those in attending meeting, and provided printed brochure revisions; B & W copies/color copies (school colors suggestions). Discussion of pictures & verbiage used in brochure followed. It was agreed that pictures look better on the colored version, and to have a combination of both color and b/w brochure available. The SB brochure will be distribution to the TRF & GF Chamber Offices. <ul style="list-style-type: none"> • The <u>Grand Forks Chamber</u> gave a lock in price of \$175 for a quarter page b/w ad, by the deadline date of Dec. 18th, to meet their January mailing. • <u>TRF Chamber</u> insert fee was \$20.00, & \$25.00 fee for printing of 250 copies. Julie Olson has access to the TRF list of clubs and organizations within the community. • Discussion of the running a Speaker's Bureau ad vs. Speaker's Bureau inserts • Speaker's Bureau goals are pretty much within the original timeline • Kent is the newest Greater GF Chamber member. (Perhaps more marketing of NCTC & SB?)
	Chad Sperling	Chad Sperling, Web Master, was able to attend meeting. Chad placed the NCTC home web page on the screen to visually aid the discussion involving the availability of linking the Speaker's Bureau information page to the NCTC's home page.

	Rita Lealos	<p>Discussion of the SB information on the NCTC home page:</p> <ul style="list-style-type: none"> • Concern with the SB brochure getting buried w/drop downs • Where to place Speaker's Bureau Information? <ul style="list-style-type: none"> ◦ First two headings of Home Page and/or "About NCTC" • Keep brochure clean for businesses, and not too cluttered looking. • SB priority list for Chad / hoping to launch on web page in January • Ad due on Dec 18-22 from GF = comes out first/second wk of Jan/ up in web site by Jan 4th • Pictures of event updates will then be inserted. <p>Speaking Topics: Rita talked to the Didgi Key, Human Resources Representative, Chris Vettleson, who showed interest in the topics that the SB offered. Chris has requested a brochure once it has been completed. --This initial discussion gave insight to Rita to acquire the necessary knowledge of the customer in order to collaborate with organization and their topic needs, or interests.</p> <p>Discussion of what is customer may be looking for:</p> <ul style="list-style-type: none"> • Topic very broad / to make connections • Speaker will be tailoring topic for the best fit of their audience • Topic summary request (Requesting speakers to give a short summary of topic to Rita) • Sample topics included on web/brochure • Speaker's Bureau is a work in progress <p>Community Contacts: As the Speaker's Bureau ads, chamber inserts, and launching on NCTC home page come into play in mid January, hopefully the contacts will take shape and SB will attract some speaking engagements. Participating instructors have been contacted and reminded to get their materials updated and ready for speaking engagements.</p> <p>Stages of Promotion:</p> <ul style="list-style-type: none"> • Chambers of Commerce • NCTC Web once up Chad will send URL
	Lindsey	Lindsey will put finishing touches on the Speaker's Bureau Brochure and run it past Brian Huschle for final approval before submitting to chamber offices.
	Rita	<p>The Speaker's Bureau core committee members are asked to provide Rita with their spring semesters schedules so that an appropriate meeting time can be established. Efforts are made so that all SB members will be able to attend scheduled meetings, without the interruption of their scheduled class time.</p> <p>*No further meetings until mid – Jan*</p>
Timetable/Win ter		<p>January flyers: Print & Mail Out</p> <p>January: Launch SB flyer on NCTC web page</p>
Next Meeting:	TBA @	Room: EGF # / TRF # polycom