



## Northland Community & Technical College

### Speaker's Bureau

September 29, 2006

9:00 – 10:00 AM

Room # 106 EGF / #545 TRF polycom

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

Topic	Responsible Party	Discussion/Outcome
<b>Review of Mission/Goals</b>		<p>The pervious Speaker's Bureau Meeting was May 10, 2006. Today's meeting consisted of review of mission &amp; goals of the Speaker's Bureau, and included items that were worked on this past summer, with discussion of a beginning budget of \$600.00 for printing, postage, flyers, :</p> <ul style="list-style-type: none"> <li>• <b>Recruiting Faculty:</b> Recruitment of faculty is to be continued on both campuses. To date there are a total of 12 interested faculty members interested in developing the Speaker's Bureau.</li> <li>• <b>Draft brochure:</b> Rita did talk to Lindsey, but due to Lindsey's tight marketing schedule with NCTC catalogue and student handbook, Lindsey was not at a point to develop a flyer. Rita developed a draft of a SB flyer that was discussed. Rita will be getting together with Lindsey to further develop a flyer appropriate to market the Speaker's Bureau availability community wide.               <ul style="list-style-type: none"> <li>○ Opening line such as: "NCTC is excited to share our expertise with the community" was suggested and will be revisit with Lindsey.</li> <li>○ What marketing area are we aiming for? Business, education, community?</li> <li>○ Where and how to obtain community contacts?</li> <li>○ Marketing costs, types of flyer (glossy), quantity, marketing techniques, etc</li> </ul> </li> <li>• Both names of Kathy Olson, from the TRF Campus, and Rita Lealos, from the EGF Campus, will be placed on the flyer. Rita would be the point of contact between requesting organization, speaker, and HR.</li> <li>• <b>Speaking Topics:</b> Discussion of development of main topics and sub topics or "other" category. It was suggested that a category for <b>Medical</b>, <b>Allied Health</b>, and an <b>Other category</b> to be added, and remain separate from Health &amp; Safety. Broader topics to be</li> </ul>

		<p>revisited. <b>(Tabled)</b> Please see earlier handouts for current list of topics.</p> <ul style="list-style-type: none"> <li>• <b>Establish Community Contacts:</b> There is a need to develop a script; keeping in mind that it would also be cost effective to have a staff member go out to community organizations to promote SB. Rita to check with Lindsey for assistance <b>(Tabled)</b> <ul style="list-style-type: none"> <li>◦ Web page, Chambers, Brochure (by topic), UND Channel 3 add, High schools, Senior Centers, Service clubs (direct mailings to these).</li> </ul> </li> <li>• <b>Honoraria:</b> Rita has checked on any necessary honorarium procedure and/or payroll form and read an email reply from Becky Holthusen. Draft of honoraria form was presented to committee and discussion followed.</li> <li>• Honoraria edits: <ul style="list-style-type: none"> <li>◦ provide meal,</li> <li>◦ cash honoraria</li> <li>◦ \$ amount</li> </ul> </li> <li>• Divided form with more space between sections. Form used as check-off list?</li> <li>• Editing of form Taping presentation? To be removed issue w state funds</li> <li>• Evaluation of speaker was decided to be unnecessary, but perhaps a phone call follow-up with the organization to see if they were satisfied with presentation</li> <li>• Present form to Becky for HR review</li> <li>• Honoraria form to be revisited.</li> </ul>
<b>Timetable/Fall</b>		<p>October:</p> <ul style="list-style-type: none"> <li>• Continued faculty membership on both campuses</li> <li>• Identify all topics and areas (General, specifics, categorize)</li> <li>• Finalize brochure</li> <li>• Launch link to Speaker's Bureau web page. Currently waiting for SB flyer to be developed, this will cover the information that is necessary to launch a link on the NCTC web site. Chad has no problem with placing a link on NCTC web site which would link with Rita's email directly from SB page.</li> <li>• October promotion to public was pushed back to later Oct</li> <li>• To schedule another meeting in another 2 wk period</li> </ul>

**Next Meeting: October 13<sup>th</sup> @ 9:00 AM, Polycom EGF #106, TRF #545**