



## **Division Chair Meeting**

March 13, 2018

Noon

Video Conf.: EGF-Room 301/TRF-Room 662/AC-Room 16

### **MINUTES**

Attendees: Brian Huschle, Jodi Stauss-Stassen, Mike Curfman, Dorinda Sorvig, Kari Koenig, Linda Samuelson, Kent Wagner, Brian Suckow, Justin Berry, Karl Ohrn and Lori Johnson, Recorder

Guests: Chad Sperling and Nicki Carlson

Absent: Curtis Zoller, Carey Castle, Erin Almlie

Topic	Responsible Party	Discussion/Outcome
Call to order		noon
1. Program Advertising/ Promoting/Marketing		<p>Chad Sperling and Nicki Carlson joined the group to talk about the program advertising, promoting and marketing efforts by the college.</p> <p>Nicki shared information on processes followed with regard to prospective students and new applicants:</p> <p>Communications Module for prospective students (CRM):</p> <ul style="list-style-type: none"><li>• Welcome email sent immediately after online request is completed. (This may be from prospect visit to web page, or dump of info from a career fair or school visit.)</li><li>• 1 Day: Packet of info is sent out. Snail mail.</li><li>• 3 Days: Email sent with instructions on how to apply.</li><li>• 10 Days: Financial aid info sent out (how to apply).</li><li>• 21 Days: Athletics (to any who sent additional services of athletics or intramurals).</li><li>• An enhanced E-communications plan is in process and being worked on by Mary, Chad and Nicki</li></ul>

		<ul style="list-style-type: none"> <li>○ Prospect correspondence</li> <li>○ Applicant to Admit correspondence</li> <li>○ Registration correspondence</li> <li>○ Retention correspondence</li> </ul> <p>Applicant Calling:</p> <ul style="list-style-type: none"> <li>• Applicant lists are run weekly and admissions staff call all applicants letting them know what they still need before they can register.</li> <li>• If an applicant has submitted all required documents for admissions and is ready to register, they are asked if they want to set up an appointment with their program advisor.</li> </ul> <p>Karl asked if anything was being done to meet the needs of non-traditional prospects. Nicki said they attend recruitment events that have non-traditional aged audiences. However, there is no specific communications directed toward non-traditional prospects. Karl said that Perkins funding could possibly be used towards this effort.</p> <p>Chad talked about marketing/advertising efforts by the college:</p> <ul style="list-style-type: none"> <li>• Targeted marketing (videos can be sent to a specific audience)</li> <li>• Digital marketing <ul style="list-style-type: none"> <li>○ Student stories (these are program specific but reach college wide)</li> </ul> </li> <li>• Digital Billboards (focus on college brand but highlight specific programs on rotating basis)</li> <li>• Print Ads (have been running print ads in the TRF area rotating specific programs on TRF campus)</li> <li>• Facebook #TourTuesday (a virtual tour highlighting a different program each week)</li> <li>• TV Ads (mostly focusing on general college brand awareness). Ads have been run during recent winter Olympics, boys state high school hockey tournaments and boys and girls state basketball tournaments</li> </ul> <p>Brian H. talked about Program Sustainability Meetings. Chad and Nicki attend these meetings and share information about the prospect communications plan and career demand around the nation (find target areas).</p>
2. Prospect Reports		<p>How are faculty using the program prospect reports they receive each week?</p> <ul style="list-style-type: none"> <li>• Kent said that the program faculty were sending emails to prospects.</li> <li>• Jodi indicated that some programs were sending emails and mailings to prospective students.</li> </ul>

3. EGF Spring Group Advisory Committee Meeting	Jodi	Jodi reminded everyone that the EGF Spring Group Advisory Committee Meeting is this evening at 6:00 pm.
4. FY19 Budget Requests	Jodi	Jodi indicated that the FY19 Budget Requests were in and there are approximately 2.5 million in requests this year. She will complete the Budget Request Spreadsheet and forward to committee members. Chairs should work with their program faculty who have submitted requests. This will be reviewed at the next committee meeting on March 26 <sup>th</sup> .
5. Current Year Academic Schedule Status		Current Year Academic Schedule Status. <ul style="list-style-type: none"> <li>• Summer 2018 rotation process mostly complete-working on staffing unclaimed classes</li> </ul>
6. Upcoming Academic Year Schedule Status		Upcoming Academic Year Schedule Status: <ul style="list-style-type: none"> <li>• Fall 2018 Registration opens April 1<sup>st</sup>.</li> <li>• Spring 2019 schedule areas missing: <ul style="list-style-type: none"> <li>○ TRF-AGRG, AVET, AVIA, GINT, IMAG, UAST</li> <li>○ EGF-FIRE</li> </ul> </li> <li>• Summer 2019 schedule mostly entered</li> </ul>
7. Faculty Concerns		Justin asked if there was any specific information administration wanted them to share at the advisory meeting tonight. Brian indicated that he and Jodi would talk about a few issues with the group during the dinner.  Karl talked about DACUM Workshops - DACUM stands for Develop A Curriculum. A DACUM workshop is a method of job analysis to determine duties and tasks of specific jobs. Technical programs due to complete 5-year Program Reviews should coordinate with their academic dean to determine if a DACUM workshop is necessary for their program as part of the 5-year program review process. Karl conducts DACUM workshops for the college and is willing to meet with advisory committees to provide a brief description (5-10 minutes) of the DACUM process to encourage participation by local business and industry employees.  Brian indicated the programs due for review next year are: ARCH, BUSN, CVOP, AGRI, HVAC, PNSG, RESP
8. Campus Specific Items		N/A
9. Next Meeting  Agenda for Next Meeting		The next meeting will be held on Monday, March 26th at noon via Polycom: EGF-Room 301/TRF-Room 662/AC-Room 16.  1. FY19 Budget Requests – review spreadsheet.
Adjourned		12:45 pm.