

**Lethbridge College**  
**Computer Information Technology Advisory Committee**  
**MINUTES**

Tuesday – November 4, 2008  
CE 1305 – Canbra Room

**Present:** Calvin Koskowich , Fergus Raphael, Jim Campbell, Matt Lynch, Jim Valentinsen, Susie Kennedy, Barry Robinson, Terry Allred, Marty Boogaart, Debbie Baggs, Rita Halma, Kelly Gorrill (Note Taker).

**Regrets:** Stephen Graham, Tim Frantz, Ken Chapman

**Absent:** Karen Wojtowicz

**Order of Agenda Revised:**

**1. Welcome:**

Jimm welcomed everyone to the meeting and thanked them for being there. Round table introductions were made.

**2. Adoption of Agenda:**

The agenda with an addition was approved by consensus.

**3. Adoption of Minutes (March 18, 2008):**

Minutes were approved by Matt Lynch and seconded by Jim Campbell. Carried.

**4. Business Arising from the Minutes:**

There was disappointment with the low level of participation during the recent college homecoming. Discussion ensued – it was felt that having this event during the May long weekend could have contributed to lower than expected participation. It was noted that there has been a lot of college activity this past year with the rebranding, 50<sup>th</sup> Anniversary and Homecoming, etc.

**5. Enrollment Update:**

Rita Halma provided an enrollment update, indicating that student numbers are down this year. We have 33 new first year students, last year this was 44. Obviously, this is a bit of a concern. Members noted that there are certainly IT jobs available for grads, but there is a lack of awareness of this among students and parents. Discussion ensued about students high school technology experience being limited. Also, many IT people are self-taught. We need to increase awareness about job opportunities for IT grads.

It was noted that program-specific marketing has not been highlighted this past year due to the re-branding and college-wide promotions. It was felt that there may be a connection between this marketing focus and low enrollments.

Concerns were also expressed about the perception of students about the CIT program. Some excellent programmers have never taken formal classes and might question the value of some of the business classes.

**6. Curriculum:**

It was mentioned that it might be wise to include more Web Development and ASP.net in our program.

**7. CIPS Accreditation:**

For 2009 year we have done some clean up on course descriptions, co-requisites & pre-requisites to make the program in line for the CIPS Accreditation in the Fall of 2009. A discussion took place about the difference between the CIPS Accreditation and the college program review. It was noted that the CIT program is endorsed by the CIPS Accreditation (students see this as an asset). The program has to follow the CIPS

guidelines to be accredited, and if CIPS has suggestions on changing the program to stay accredited, then the program must make changes as needed. It was felt that it would be best to do the CIPS Accreditation first and then to take on the Program Review due to the time constraints (doing both at the same time would not work well).

**8. New Initiatives:**

Discussion took place regarding developing an industry connection with some of the big IT companies. It was felt that this type of corporate affiliation would boost the CIT program and be very good advertising. Web Development is a strong asset and seems to be huge in the industry at this time. IT was noted that CIT students tend to have more development skills than multi media grads gain. Web development experience is hard to find – Web language is a very important skill to have.

**9. Marketing CIT Program:**

Calvin Koskovich will keep working with industry representatives , integrating the CIT program with industry. Marty Boogaart created a wonderful brochure for the Career Fair to get information out to advertise the CIT program.

A discussion took place about the best way for the CIT program to advertise their program. How can we find the students that want to be here? Would Facebook be worthwhile to find new students? There was a comment about targeting grade five or six students is where you would want to advertise, grade 11 or 12 is probably too late since many students have probably made career decisions already. Sue Huffman has a contact with the High Schools – she could possibly arrange something. If students have had a bad experience in High School, how badly would they want to come to College and take a computer program – must start focusing on necessity. Summer camp would be a great place to advertise the CIT program. Jim Campbell gets 60-80 students during his summer camps. The advisory committee supports the CIT program enhancing its marketing, and having people knowledgeable about the program involved in recruiting.

Marketing is definitely a necessity to help the program attract students and possibly get some higher intakes. Are we presenting to a potential employer or to a potential student – this could be a different way of approaching promotion of our program.

**10. Other:**

Susie Kennedy will be leaving the CIT program since she has taken on the position of Registrar for the college. It was noted that Susie will be difficult to replace.

Question was raised about student reps on the advisory committee. Barry Robinson will find some Reps for our next meeting in March.

**Next Meeting:**

March 17, 2009 – 6:00 PM. We will be in the Waterton Room unless other arrangements are made.

**Adjournment:**

Meeting was adjourned at 8:00 PM.