

April 2008

LCC's Discover NPC event went well. We had 70 people sign in, with 23 of those signing in as future students. **Wendy Smith** had about 6 people sign up as interested in SGA. Wendy did an *absolutely outstanding* job talking to students and visitors! No one got past her without signing in! **Ana Marquez** and I helped greeting and directing visitors. **Todd Wilcox** from Financial Aid was pretty busy assisting and answering questions. **Jaye Taylor** had his share of customers buying fine NPC products – even after the event was over! There were a number (4?) of high school students that came in and they had a chance to talk with and get information from **Matt Weber** (co-hosted by **Tom Nagle**) about the NAVIT program. **Rickey Jackson**, TLC, was on hand to answer questions about GED and ABE classes. **Marilyn Page** and **Doris Marostica** represented the Nursing Program and Medical Assisting, respectively. Doris had a video presentation about her program that interested visitors. Cosmetology, courtesy of **Flo Finch** and **Barbara Hicks**, provided a very nice display of mannequins with different hair styles. **John Darst** provided an outstanding display of plumbing and electrical fixtures and another photo display of students doing hands-on. **Mary Mathias's art students** set up an exceptional display of art works in the "T" room. **Mark Vest**, **Gary Reyes**, and **Patrick Canary**, were on hand to greet visitors.

Our greeting, sign in, displays, some program representations and refreshments were held in the Learning Center Lobby. Thanks to **Ritchie Dixon**, Maintenance, furniture in the lobby was rearranged to accommodate tables and chairs for our event. Ritchie also took care of putting out our sandwich board – sometimes battling high winds! On our handout, there were nine instructors willing to allow guests to view their classes, but no one got past the LC lobby. Regretfully, **Dr. Jay Decker** had something very special planned for guests but no one took advantage. **Carolyn Pecotte**, Advisor, and **Susan Action**, Librarian, were on hand to assist.

The Smart board presentation by **Tabitha Stickle** did not receive any visitors. LCC was not notified that a change had been made for this presentation to be done in the Ruby Hill Audio Room from the Learning Center room 102 as indicated on our program handout.

Carol Hawn, Owner-Operator of the *Flower Shack* generously donated helium – and balloons – for our festivities. Through no fault of her own, the NPC balloons were stolen from her shop, so she went out of her way to provide us with yellow and blue balloons. Realizing the extra cost, **Ana Marquez** went above and beyond by paying for part of the helium cost.

The Free tuition drawing was a great crowd pleaser. Both guests and students expressed hope that they would win!

Three workdays before, we had a sandwich board placed at the corner of 3rd and Bales advertising our event. The first day there were two balloons on the board to attract attention, but the wind busted them. The rest of the balloons were used in the Learning Center lobby and at classroom entrances to highlight classes our guests could visit. **Ina Sommers** made some very professional looking signs that we stuck to our walls with handi-tak. That made it clean and easy to remove signs after our event!

Thanks to **Ann Hess**, we were able to offer finger sandwiches, chips, veggies and a fruit with water instead of the cookies, punch and coffee as we did last year! **Susan Lillard**, our Temp. Office Assistant did a great job taking care of replenishing service ware and goodies.

It was a great night, great food and great company! **Kim Cureton**, Campus Monitor made her rounds checking on us to see if we needed anything. She helped with clean up and locking up.

What we did:

We mostly did word of mouth advertising on and off campus. We also encouraged students to bring a friend. Flyers were posted at some local businesses. The morning of our event, I took flyers to all the businesses and schools in the Dilcon and Teesto Chapter areas. Since the flyer I had did not state that there was a drawing for 6 credits tuition, I told people one on one about the drawing. Many were interested, but I don't think many showed up. I did get questions about payment plan and classes. Maybe NPC representation at the Chapter meetings or other community meetings would cultivate more serious interest in NPC.

For next year:

- Build rapport with nearby Navajo Chapters so that there would be more interest in what NPC is all about.
- More freebies and small bags.
- Continue to have Bookstore products at sales prices.
- Better and more advertising, more in advance and more often. The ad in the Scoop came out only twice, was not LCC specific (therefore confusing). There are other papers to advertise in like Navajo Times (Nationally distributed) which is Navajo Nation wide. The Hopi Tutuveni is also distributed on both Navajo and Hopi.
- Get our fire department and ambulance services involved.

Other suggestions:

- Better contact with schools. I like what Susan Olsen reported she did with schools.
- Each Campus/Center to have their event on a day all their own with live remote, and Ernie the Eagle.

It is times like these that I reflect back and realize again what a great team I work with at LCC! That includes all the fine people within NPC who make NPC shine! (Thank you card attached). Rene

Minutes written: Rene Begay, Campus Manager

For your help making Little Colorado
Campus' Discover NPC - 2008 such a great
success, let us say with deep gratitude

THANK YOU

For your willingness to share your time and talents



It couldn't have happened without:

Susan Acton
Patrick Canary
Dr. Jay Decker
Carol Hawn
Barbara Hicks
Gary Mack
Mary Mathias
Dawn Palen
M. Richardson
Ina Sommers
Jaye Taylor
Todd Wilcox

Raquel Aguilera
Kim Cureton
Ritchie Dixson
Dick Heimann
Rickey Jackson
Doris Marostica
Tom Nagle, Jr.
Carolyn Pecotte
Gerry Shouse
R. Stevenson
Mark Vest
Suzette Willis

Rene Begay
John Darst
Flo Finch
Ann Hess
Susan Lillard
Ana Marquez
Marilyn Page
Gary Reyes
Wendy Smith
Tabitha Stickel
Matt Weber

Thank you for all you do to make NPC great!
Ana, Ina, Kim and Rene