

REGION A HEALTH IT COMMUNITY COLLEGE CONSORTIUM – MEMBER COLLEGE MEETING

THURSDAY, October 14, 2010 2-3 pm Pacific Time **DIAL 360. 407.3780 Passcode: 142231#**

NOTES

In Attendance: Jim Aspevig; Cindy Brown; Anthony Valterra; Sue Shibley; Paul Wild; Dorine Bennett; Margaret Murphy; Jeffery Brunz; Helen Andries Clarke; Abdolreza Maftoun; Diane Mayes; Carol Smedley; Patricia Dombrowski

<i>Agenda Items</i>	<i>Discussion</i>	<i>Action</i>
• Marketing best practices <i>All member colleges</i>	• Share one or two marketing best practices: Paul: Sent mass email to 2600 for monthly orientation. Working with 3 other colleges WIA Dorine: submitted to be WIA approved- students must meet WIA criteria. She is presenting at HIT conference next week on workforce development and will give an overview of programs. Doing a 2-part series in professional journal on training strategies and overview of programs. Cindy: working with job services ND who distributes their information statewide, doing video conferencing and has seen 4 responses. Will be presenting to advisory board, ND hospital associations and others are handing out her flyers and promoting their programs for them. Ads in 2 nursing journals. Newsletter. Met with their marketing director on campus and is looking into TV and radio ads. Anthony: focus is currently on corporate in-house training for incumbent workers. Working on WA medical association. Ads with HIMSS, CHITA, AHIMA association. Recently sponsored an event. Carol: career fairs, Utah Telehealth Group will set up video conference which can connect them to SLCC training. She will reexamine working with Planned Parenthood. Jim: Working closely with the MT HIE and RECs who included questions into a statewide survey. He received 10% positive responses he will now target. HealthShare MT has monthly webinars, Sub recipient is AHIMA and recruiting. RECs have specific certification requirements. Sue: News release, email blast. Other community colleges are promoting and interested in adding on since their program is online. AAPC contact.	Dorine- will send Patricia a copy of the article. Jim will post info on how to better work with RECs on Zoho.
• Regional marketing efforts	• Development of regional website/exploring purchase of regional advertising through AAPC and other organizations- we are working on a Region A website so that we	MCs- please send Margaret updates

• Link recruitment and placement • Program web pages • Program summary table <i>Margaret</i>	can purchase ads which will include a link to the site. • Search Engine Optimization expert will present strategies during our 11/4 meeting • Recruit individuals with in-demand skills • Sent to ONC for posting on their website (http://healthit.hhs.gov/portal/server.pt?open=512&objID=1804&mode=2) – live links to our programs. We will ask if ONC could identify national employers for us. • Please update your section of Programs at a glance by Friday, 10/22  Region A Programs at a Glance.doc	of your programs.
• Operations plans • Year 2 budgets <i>Jeffrey</i>	ARRA was submitted. We submitted new tabs to ONC, they are being reviewed. Nov. 19th: All MC Ops plans need to be submitted to Jeffrey. We have received notification that based on our Sept submission that 80% funding is available. In November we will begin looking at year two budget planning - it is due in January. This ONC grant is a cooperative agreement. We should be thinking in terms of deliverables. How realistic is 300? We need to plan as a region and compensate for any shortfalls. We should be thinking ahead about how to meet our placement requirements. Allow 3 months for placement toward the end of the grant. 6 month certificates are not bound to an academic calendar. MCs should start mapping their Ops plans to the end of the grant – it makes a key budget planning tool.	Jeffrey- will send out instructions on year two budgets.
• Region A student snapshots for HIMSS presentation	National conference in late February or early March. This is a good place to showcase projects in Region A.	MCs- send Patricia digital pictures or 20-30 second videos by mid November.
What else?	ONC should apply pressure to vendors to work with us more.	Patricia will speak to the Microsoft director of International training.

	<i>Thanks! Next Region A Meeting October 10-28</i>	
--	--	--