

**Next Generation “Retaining Students” Work-Group
Meeting Notes of February 8, 2009**

Present

Will Andresen, Bob Davison, Gloria Fauerbach, Jeanne Graham, Ryon List, Dan Petersen, Kara Roberts, Michaela Perlberg, Jake Syreini, Kelly Traczyk

What do we have to offer?

Three college students were in attendance, and were asked what they felt this area had to offer to them. Here’s a list of the assets that they presented:

- Safety
- Place to raise a family
- Lake Superior
- Outdoors
- 4-Wheeling – motorized sports
- Waterfalls
- Kayaking
- GCC Ski Area Management Program – bringing in people from outside the area

What is attractive to certain audiences and how do we promote to them?

The group felt that we do a good job of promoting the assets of our area to tourists, but not to locals. As a way to connect students to the area, the following ideas were discussed.

- Finding a tie between students and the community through service-learning projects and our niche within the community
- Bringing outdoor recreation activities into school programs and after-school programs
- Creating and distributing informational brochures to local residents and students
- Creating clubs for non-traditional (outdoor) activities
- Encouraging families to get out and see area attractions
- Using the “passport” program

- Include things to do in area with “Welcome Wagon” visits
- College activities, such as movie nights, game nights, sports and off-site activities
- Promote area more to college students (things to do, jobs, internships, ways to connect students with businesses and the community)
- Provide more opportunities for various live music (outside of bars) – such as music in the park, the Ironwood Memorial Building and Ironwood Theatre
- Use of website to disseminate information and have a clearinghouse of organizations and opportunities in the area.
- Conduct audit of local businesses by local young people to inform business owners of whether or not they are addressing the wants and needs of the area’s young people

Next Steps

Work-group members will gather together various resources, organizations, things to do and related information to be considered at the next meeting as a way to better connect students to the community.

Next Meeting

New work-group leader Kelly Traczyk will coordinate the date, time and place for the next meeting.