

November 18, 2020



LSC's modified and socially-distanced Firefighting and Truck Driving Open House a success

Lake Superior College held its first modified and socially-distanced Open House of the academic year on Thursday with LSC's Firefighting and Truck Driving Open House at the ERTC. All guests were required to wear masks, complete the COVID-19 screening survey, practice social distancing and were all scheduled over a three-hour window to keep tours small and spaced out. Despite these unique circumstances, guests said it was still a great experience seeing the facility, trucks and equipment firsthand - and several have already applied to LSC! Thanks to all who helped make this event a success! [WDIO](#) and [Fox 21](#) were both there to cover the event.

As a reminder, these Open Houses are being held much differently than they've been in the past. These are very much both marketing and recruitment events/opportunities. Once a prospective IceHawk expresses interest in a program, one of our talented recruitment team members reaches out to them with more information and explains how the Open House will work and/or offers to set up a tour and follow-up meeting at a different date and time - either in person or virtually, giving prospective students several safe options. We had over forty guests who chose to attend in person last week, spread out over the three hours, and several others chose to set up individual tours on different dates/times.

These events allow us the opportunity to market and highlight all of our campus locations and unique programs, and the results have been outstanding. Just as a few examples, the month-long targeted marketing campaign (digital, radio and social) for the ERTC Open House generated the following:

- 721 page visits to the landing page, with 353 being unique/first time page views (which means a lot of people returned to the site, very positive stats)
- Average time spent on the page was 2 minutes and 17 seconds (much higher than the industry average)
- 202 people returned to the LSC main site to learn more about the college after seeing one of our ads
- Social media ads were seen by over 60,000 viewers in a 300 mile radius and received 316 direct link clicks and 425 post engagements

Kudos to our marketing and recruitment teams for their outstanding work to help make this such a success, especially during these unique and challenging times. Thanks also to Erik Simonson, Brad Vieths and instructors at the ERTC for helping coordinate the event and especially helping with some follow up questions and connections. While we can't have a lot of staff/instructors at these events (for every employee there, that's one less student we can host since it's all based on keeping the number of people at the facility capped), the other connections happen after the tours when students want more information. That's when we help get them connected to advisors, financial aid and other student support services, walk them through the application process, etc.

The next event in this series is the [Integrated Manufacturing Open House](#), scheduled for Thursday, December 10, 2:00-6:00 p.m. at LSC's Downtown Center. RSVPs are required and tours are limited to small groups. To help ensure the safety of all in attendance, masks and social distancing are required and guests will be asked to complete a COVID-10 Screening Survey. If you have any questions about these Open Houses, please contact Daniel.Fanning@lsc.edu.



More state and national recognition for LSC!

Lake Superior College has been nationally ranked among the [Most Affordable Online Associate's in Computer Science for 2021](#). [EduRef.net](#) also published detailed profiles outlining each school on the list. Students can use these profiles to evaluate each school's net price, acceptance rates, accreditation and other helpful information.

Congratulations also to LSC's [Medical Assistant program](#) which was recently ranked among the [6 Best Medical Assistant Programs in the State](#) by [MedicalAssistantAdvice.com](#).

give TO THE **MAX** 
Nov. 19, 2020



Lake Superior College
FOUNDATION



A member of Minnesota State

Give to the Max Day is November 19

Tomorrow is Give to the Max Day! When you give to the LSC Foundation, you're helping support students at LSC who otherwise may not be able to attend/finish school due to financial hardship. 100% of donations go towards student scholarships, interest free emergency loans and grants. Thanks to your generous support, the LSC Foundation helped serve and support over 400 students last year and is on pace to serve even more this academic year.

Right now the need is greater than ever as many students, and their families, have been impacted by the pandemic. If you're able, please consider making a contribution (any amount helps) to the LSC Foundation for [#GiveToTheMaxDay](#) or any day. To learn more and to donate, please visit lsc.edu/donate or give.mn/l6lz4f. Thank you for your generosity!

COVID-19 Related Updates

Stay up to date on the latest COVID-19 related information by visiting lsc.edu/coronavirus, as well as reading through LSC's [Preparedness Plan](#).

The Minnesota State [dashboard](#) is updated weekly, each Friday, and serves as a tool to inform campus communities about changes in COVID-19 cases and community spread.

Also, please remember to continue to complete the online [COVID-19 Self-Assessment](#) each day you will be on campus.



Upcoming Events and Campus Updates

- Thanks to all who have made generous donations to "Giving Thanks in a Box" so far! Your donations will help ensure 58 LSC students and their 229 family members have meals this Thanksgiving. Many items have been purchased so far, but there are still [items needed](#). Food donations can be made until Friday and can be dropped off in the Student Senate Office or other boxes located around campus. Financial contributions can be made online, through the LSC Foundation, at lsc.edu/donate. Please just write "Thanks in a Box" in the notes section.
- Tune in to the Christmas City of the North Parade, Friday, November 20, at 6:30 p.m., to see the Lake Superior College Firefighting Club and fire truck represent IceHawk Nation. The parade route is not open to spectators this year, but the event can be viewed live on KBJR and [online](#).

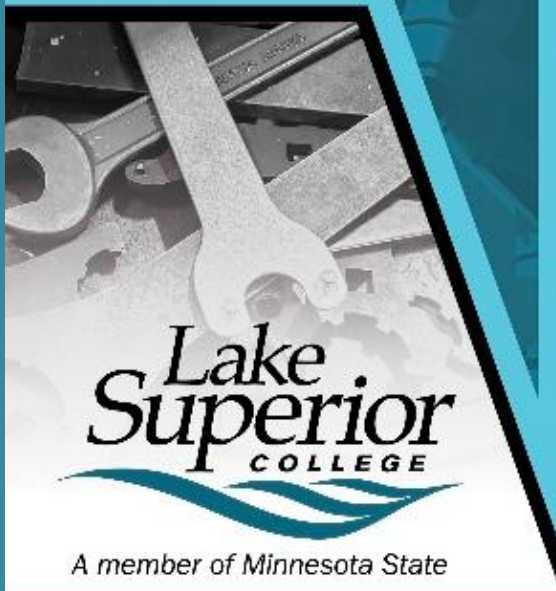


- The LSC Dental Hygiene Clinic provides low cost dental services to Lake Superior College students, employees and the general public by appointment on a first requested, first served basis. Please visit lsc.edu/dentalclinic for hours, a list of services, costs and to make an appointment.
- [Virtual fitness classes](#) with Ignite Studio are available Mondays, Tuesdays and Wednesdays. Classes are available via Zoom and are free to students and Wellness Center members.
- Reminder: LSC will be closed Thursday, November 26 and Friday, November 27. We hope you enjoy your Thanksgiving holiday!
- As always, if you have any story ideas, pictures you'd like to share or upcoming events, please send them to marketing@lsc.edu so we can include them in the newsplash.



LSC's Integrated Manufacturing

OPEN HOUSE



THURSDAY, DECEMBER 10 • 2-6 P.M.
at LSC's Downtown Center

**Tour LSC's Downtown Center
and learn about the many
programs offered in:**

- **Computer Aided Design**
- **Machine Tool**
- **Welding**

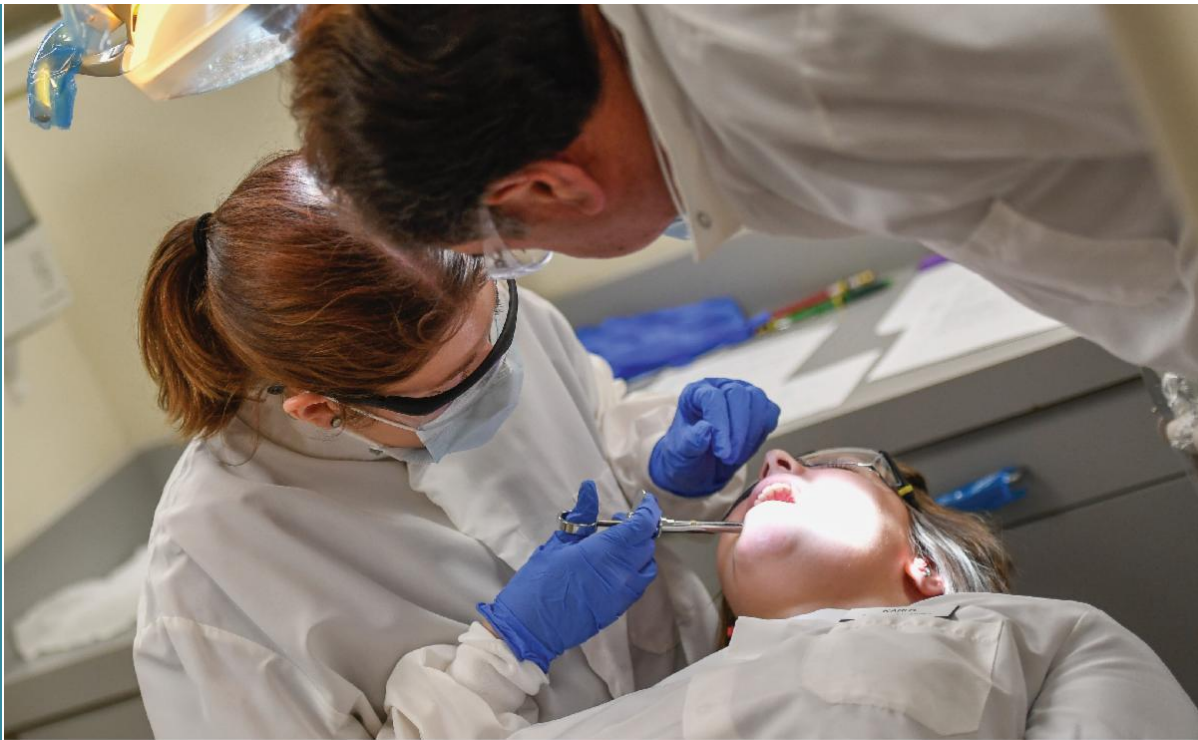
**RSVPs are required, and tours
will be spaced out and limited
to small groups.**

**Masks and social distancing are required
on any LSC campus location and all
guests will be asked to complete an online
COVID-19 Screening Survey.**

More more info and to RSVP:

lsc.edu/DowntownOpenHouse

2011-2012 Academic Year
Information for students, faculty, and staff regarding the Downtown Open House event.



Patient openings at Lake Superior College's Dental Hygiene Clinic

Lake Superior College's Dental Hygiene Clinic provides the following services to the general public by appointment on a first requested, first served basis.

Services include:

- Cleaning
- X-ray
- Fluoride treatment

Expanded services:*

- Sealants
- Mouth guard
- Whitening

*Additional cost. See website for details.

Hours:

Monday-Wednesday, Friday
8:00 a.m. – 12:00 p.m.
1:00 p.m. – 5:00 p.m.

Cost:

Adults - \$25
Children and Seniors - \$20
If the price is prohibitive, the cost can be waived.

For more information and to schedule an appointment, visit:

lsc.edu/dentalclinic



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Individuals with disabilities may request reasonable accommodations, by contacting LSC's Disability Services, (218) 733-7650/(800) 432-2884, S155, or Georgia Robillard at georgia.robillard@lsc.edu.

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