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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE**

**MEETING MINUTES**

**Tuesday 18th October, 2016 \* 4.30pm-6.30pm**

**Penguin Union Building, Room 258-B**

**Members Present:** Michelle Thor, Committee Chair, Columbia Credit Union; Steve Leichner, Riverview Community Bank; Jerry Olson, Olson Engineering, Inc.; Sam Salti, E-Tax Corporation; Jesse Harvey, Sherwin Williams

**Members Absent**: Nick Shanmac, Vancouver Business Journal; Anthony Stach, Enterprise Rent-A-Car; Didi Reeves, Tricor Print Communications Jennifer McDaniel, Vice Chair, City of Washougal; Mark Maggiora, Americans Building Community Kurt Aarrestad, Bodycote;

**Clark College:** Professors Patti Serrano, Patricia Atkinson, and Steve Walsh; Instructors Julie Lemmond and Yusufu Kamara; Cathy Sherick, Associate Dir. Of Instructional Planning & Innovation; John Maduta, Div. Mgr. Prof/Tech Advising; Brianna Lisenbee, Careers Services; Nichola Farron, Secretary Sr., Advisory Committees

Committee Chair Michelle Thor called the meeting to order at 4.37pm and introductions were made. In addition, apologies were made on behalf of Adnan who was unable to attend.

Minutes of the Previous meeting

As a quorum was not present, the minutes will be submitted for electronic vote. *As of October 26th 2016 the minutes have been approved*

Next Meeting Date

The committee will meet again on Thursday 19th January at 4.30pm.

Office of Instruction updates

The theme “Transformation” is being used to describe two large intersecting initiatives. One is the Academic Plan, which will guide Clark’s programs and student services over the next five years. The first goal of the plan is to implement Guided Pathways, the second large initiative.

All Washington State community colleges will implement Guided Pathways. This is aligning schedules and building program *pathways* that have clearer more defined structures, saving students time and money getting to graduation. Training for advisory members on Guided Pathways will be on March 24.

Specific *transformations* that advisory members will see this year include a *r*edesign of the meeting agenda format. This provides faculty and committees with a connection to the academic plan and will streamline the meeting while including committee work plan activities. The committee composition will now include students and Clark Alumnae. Students will be able to earn a small stipend and a letter of recommendation for their attendance and participation. Piloted this year, we hope that students will be a regular and vital presence on every committee in the future.

Transforming the role of committee members, from just meeting attendees to being a part of our learning community. Not just trainings, the series of Business and Community Learning events on campus are set up to be quick and friendly ‘lunch and learn’ opportunities. FREE and open to the public, the workshops will be scheduled from 11:30 a.m. to 1:30 p.m., and held in the Gaiser Student Center, allowing people to attend on their lunch hour. Food is available in the carts on campus, and guests are welcome to bring their brown bag. Additional information to follow in emails.

* Friday December 9th Advocacy
* Friday February 24th Millennials in the Workforce
* Friday March 24th Pathways
* Friday May 19th The Power of Completion

An evening event will be planned in the Spring to thank our advisory committee members for their time and expertise. Look for information during winter term.

A complete computer systems upgrade to campus registration, human resources and finance systems. The ‘go-live’ date for will be January 30. It will not impact the advisory committees, but it will impact campus business so there will be a moratorium on advisory meetings from mid-January to mid-February.

The new Bachelor of Applied Science in Applied Management (BASAM) is accepting students beginning winter term 2017. For additional information go to: <http://www.clark.edu/academics/programs/bus/basam/index.php>

Division Updates

In Adnan’s absence, Professor Patti Serrano updated the committee that enrollment has remained strong and consistent throughout summer: 3 economic intro classes have been added and there has been no cancellations of major classes. There has been a trend of increased enrollment of high school students in the classes.

Adnan has developed an assessment mapping plan which is being used as a model across the campus. This is part of a wider focus on assessment to ensure that students are receiving the best teaching by looking at their abilities and identifying any areas for improvement.

New Faculty – Layne Russell has transitioned to the Business unit from the eliminated Paralegal program, he will be teaching business law, legal issues in employee relations, and will also be teaching in BASAM. Patti also introduced Julie Lemmond who outlined that she has been teaching accounting at Clark College for 11 years, and will be on a tenure appointment: she will also be teaching the 300 and 400 level classes for the BASAM.

Patricia Atkinson shared with the committee about her recent participation in a public event at the College exploring ‘Income Inequality – is the American dream at risk?’. Composed of different cross-faculty specialists, it explored themes addressed in the book “Our Kids: The American Dream in Crisis," by Robert Putnam.

Julie and Patricia are working collaboratively on a project for students to combine economics and accounting. This is in line with the emerging preference for creating ‘learning communities’ on campus so that students can broaden their skill base.

Yusufu and Julie attending a conference for Quality Matters online course accreditation. They will be working towards a rubric that will standardize online courses, especially in view of the fact that the department web-based courses have the largest enrollment. This work will continue with the e-learning department as the online set-up is refined and improved.

BASAM Updates

Patti shared with the committee that accreditation from NWWCU was formally conferred at the beginning of summer. There has been press coverage in the local newspapers, and marketing has gained momentum following the accreditation.

Advising staff have been receiving training to help students navigate the program.

Cathy Sherick outlined that there may need to be changes to the Advisory Committee structure going forward so as to serve both the 2-year certificate and 4-year Bachelor’s programs effectively and in compliance with State requirements. Michelle voiced concern that the committee already has a full schedule of items to cover in Agendas: as such she reiterated that recruitment needs to be a priority for all members. Cathy continued that this was especially important in terms of ensuring consistency in reaching quorum. Michelle suggested that going forward, procedural votes such as the passing of previous minutes could be voted upon electronically to cover quorum and save time in the meeting.

The committee members then discussed that they would like to serve on the BASAM committee as they had been present and instrumental in the planning and the preparation of the degree.

Jerry also asked about the potential for part time studying of the BASAM as he has a number of employees who could benefit, but not in a full time capacity that would mean they were not able to work.

Patti shared that orientation for the first BASAM cohort is scheduled for the first week in December. The program is also appealing in terms of cost; Cathy Sherick asked committee members present for their help and efforts in marketing the new program and sharing information with colleagues.

Brainstorm on BAS

Patricia lead a committee brainstorm session on the specific kind of positons they consider to be emerging in the industry as potential areas for specialization within the BASAM program.

The consensus amongst committee members was that project management skills are becoming more important. Jesse also highlighted the ongoing struggles to find managers with bi-lingual skills, in Spanish, Chinese and European languages.

Patricia continued that these areas could be regarded as the potential for ‘minors’ within the BAS. Areas could include hospitality, international business etc.

There was further discussion about the need to make the Clark offerings unique so as not to replicate the offerings of WSU or PSU.

**Action Item:** Business Faculty members present agreed to summarize the degrees offered by WSU, PSU etc. and have information available for next meeting so that discussion could continue and the group could work on ideas that won’t duplicate local offerings.

Industry Updates

Michelle outlined that, as a new agenda item, each meeting the Committee members will be asked to share any developments in their industry with the Department so that they can pass the information on to students, or work into the curriculum.

Jesse revealed that there is a huge shortage of qualified candidates in his industry: potential employees are lacking formal training. He discussed how internships are structured to give employees experience in both managerial and more routine tasks so they learn both sides of the business.

He continued that there is a definite shortage in those with the ability to read Blueprints, and also with the ‘soft skills’ to excel. Cathy continued that the pre-apprenticeship program at Clark would be able to help with some of those requirements in terms of getting students ‘entry-level’ ready.

Michelle talked about recent developments in banking: efforts are ongoing to emphasize training employees in sales and services, customer care, and understanding customer needs. This follows an influx of members to credit unions because they don’t like the anonymity of big banks, especially following recent developments at Wells Fargo. In addition, she reiterated that project mamnangement is increasingly more established as a required skill set.

New Officers

Jesse Harvey volunteered for the role of Committee Chair, Michelle offered to serve in the Vice Chair position.

As a quorum was not present, these nominaitons will be presented for electronic vote. *As of October 26th 2016 the nominations have been approved*

The meeting adjourned 6.05pm

Prepared by Nichola Farron