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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE - MEETING MINUTES**

**Tuesday, October 23rd, 2018 \* 4.30pm-6.30pm**

**PUB 258B**

**Members Present:** Jesse Harvey, Sherwin Williams (Committee Chair); Michelle Thor, Columbia Credit Union, (Vice Chair); Kurt Aarrestad, Bodycote; Stuart Bennett, Precision Analytical; George Lackey, Clark County; Steve Leichner, Riverview Community Bank; Didi Reeves, Optum United Healthcare; Bethany Souriyavong, Columbia Bank; Dan Whiteley, A.L Merryman Company; Ken Torre (Retired)

**Members Absent**: Scott Knight, Knight and Day Painting; Mark Maggiora, Americans Building Community; Sam Salti, E-Tax Corporation; Nick Shanmac, Daybreak Youth Services

**Clark College:** Adnan Hamideh, Division Chair;Professors Patti Serrano; Instructors Julie Lemmond, Patricia Atkinson, Daniel; Brenda Walstead, Dean BHS; Jessica Johnson, ECD; Cathy Sherick, Associate Director of Instructional Planning & Innovation; SueAnn McWatters, Program Specialist – Advisory Committees

Committee Chair Jesse Harvey called the meeting to order at 4:40pm and introductions were made.

**APPROVAL OF PREVIOUS MINUTES**

*The minutes of May 1, 2018 were presented: Ken made a motion to approve as written, which was seconded by Michelle and was passed unanimously.*

**NEXT MEETING DATE**

The Business Admin committee will meet again on **Tuesday, February 26th @ 4:30pm**

**ELECTIONS OF NEW CHAIR/VICE CHAIR**

Jesse Harvey will continue lead as chair. Vice chair is Michelle. George Lackey will interim when necessary.

**Jesse made a motion to approve, George seconded, and was unanimously approved.**

**OFFICE OF INSTRUCTION UPDATES**

Cathy made the following announcements:

Welcome back to 2018-19 Academic year, Advisory Committees will continue to see how they fit in to the implementation work of **Pathways at Clark.** The goal is to improve rates of completion, transfer and attainment of jobs to that end this year we will be working very closely with other colleges to make sure our programs link directly to opportunities for students who are continuing. Our high school partners are also working with us to ensure that their programs are also aligning closely to Clark.

To that end, Clark will be producing the **Career and Technical Education Insert** again this year. It will go out in February in the Food Day Columbian reaching 56,000 households. We are asking business partners to advertise in the insert again – and we will be working on some very compelling stories of students in CTE programs. Please contact Cathy Sherick in the Office of Instruction if you would like to advertise or for more details.

Clark is always opening the invitation to more **Advisory volunteers** for the twenty-five committees that support CTE programs. It might mean infusing current committees with new members or building new committees for new programs. Also, we are continuing to work on the **Master Advisory Committee** as well to assist with visiting current committees to talk to members, planning and hosting an Advisory event and reporting to the Board of Trustees every year on the great work of Advisory Committees.

The energy is heating up around the development of the new **Advanced Manufacturing Center** planned for the North Campus at Boschma farms. Contact Dean Genevieve Howard for details on this amazing new building and the advanced manufacturing programs that will be located there.

October 9th Clark College, in partnership with Partners in Careers (PIC) and Workforce SW, hosted over 250 local high school students on campus for National Manufacturing day. Special thanks to S.E.H. America, Columbia Machine, Graphic Packaging, Silicon Forest Electronics, General Sheet metal, and BagCraft for providing activity stations.

**DEPARTMENT UPDATES**

*Enrollment*

Enrollment has been going down the last 2-3 years throughout the college, however Business Admin hasn’t felt the turn. Recently though, the program has been affected. Last year, the program had 76 classes in fall, where now, there are only 65 classes be offered.

*Pathways*

The program was already doing it before the college started to. This meant the program had to map out the courses for the whole year; which courses are offered, when, hybrid, all of it, so the students can enroll the WHOLE year. Has proven that this will increase retention of the student. Recently had accreditation and passed. Now working on CTC link which will lead the campus updated in the system. We are now concentrating on what certificates/courses to offer to keep ourselves updated with the market.

**CERTIFICATES**

Two new courses added at 5 credits each, so the total will be 52-54 credits for the new certificate. Students who graduate will be able to take a national test to be certified in project management. With 4 certificates currently in effect (business, accounting clerk, business administration, and supervisory management), there will now be organizational management for a fifth certificate to feed into 4 AAS degrees. Those who take one year of courses can earn a certificate and leave OR they can continue on to get their AAS degree. The program is encouraging students to do both. This way, they will have an associate and a certificate.

The process to make this happen starts with an intent to explore. They will create a proposal. The Vice President of Instruction will go to Planning and Effectiveness who will then research and collect data to see if this will support the industry and jobs. The proposal will then get sent to IPT (Instructional Planning Team). A SWOT analysis will occur and need to get approved. Once approved, they will send it to the state for another approval. Again, once approved, the two courses will then be developed. The next step will be to present to the Curriculum Committee to make sure the courses are applicable. Hopefully, the courses will be approved and inputted by fall of 2019. If a student has already graduated and would like to come back for the certificate, they would only need to come back and take the remaining courses.

**Kurt motioned to approve the extra courses for the new certificate; Didi seconded and the vote was unanimously approved.**

**CTC (COLUMBIA TECH CENTER)**

The goal is to have the next meeting at the CTC location.

**ACTION ITEM:**

* **Send out CTC Report**

Adnan and Cathy will give a tour and then discuss any proposed suggestions of utilizing the building. Currently, the building is being used for facilities for whatever is needed. ECD uses is it for professional development. Health classes are used. There is currently no complete program run other than Mechatronics. One of our proposals is to move a whole program or certificate over there so that students are only commuting to one campus rather multiple.

*Professional Interactions Certificate of Completion*

The program will be proposing for this new certificate. All courses are already existing. The goal is to work on soft skills. Students need to realize how to interact with colleagues/clients/community, exchange ideas and learn to problem solve. Companies could potentially send their employees in for training. The courses will be offered at night during the week.

*Professional Supervisor Certificate of Completion Proposing*

This will be another new proposed certificate. When an employee retires, companies usually go to the next person that has been there the longest. This certificate puts together a few courses that can give the skills of leadership to help with these types of transitions.

Both of these certificates would be taken for credit so that if the students would like to go on, they can move forward for another certificate or enter into the BASAM program.

The committee spoke on the pros and cons of adding these two certificates. Steve Leichner suggested that this might interfere with what companies might already offer for professional development. There might be some cross competition. Bethany asked about this being looked into for other programs as other industries could greatly benefit from these certificates. Adnan explained that these will be open and available to everyone. Stuart stated that he would enjoy seeing the classes expanded. Smaller companies don’t necessarily have the funds to do larger trainings to these smaller courses would be helpful. The goal is to have a complete certificate at the CTC location.

**BASAM**

*Updates*

Patti explained that there are currently three cohorts going.

* First cohort – started with 15. 12 will be graduating in the fall. They have hired a new adjunct named Daniel who will be teaching a capstone course as an internship.
* Second cohort – started with 30. Now only has 24 students
* Third cohort – started with 28 students

Hopefully the next cohort will start in the spring.

*Accreditation*

Patti visited with the accreditor for an hour and answered many questions. As soon as the program receives the report, she will be able to know if there needs to be any significant changes.

The program has had a pretty good pathway for a long time. Many students already take the 2-year and 3-year programs. Once there are a lot more students, it might be more challenging to get everyone in.

**COMMITTEE SPLIT**

2 year degree and 4 year degree.

There were many committee members who were unsure of which one. However, George, Ken, and Michelle committed to being on the 4 year degree. 2 YEAR DEGREE

**SMALL BUSINESS MANAGEMENT – BUS&115**

The program was able to merge small business management and business planning into a 5 credit course. This will force students to take the business planning course and it can also serve as a stand-alone course for anybody from the community that wants to start a business.

The curriculum committee approved it but we cannot offer the course until it goes into the catalog. It will not be offered until summer of 2019. Students will still be able to take the business plan course the last time in spring 2019 before this new course gets implemented.

**ORGANIZATIONAL MANAGEMENT IN BUSINESS (POTENTIAL NEW COURSE)**

This course will be offered in the BASAM program in the 300 level courses but will not be offered in the AA level. This could be a 100 or 200 level course depending on the curriculum. If the committee thinks it is valid, then the committee will move forward to make it either a 3 or 5 credit course.

The committee discussed the importance of having this course. Ken Torre mentioned that no one teaches these skills. It is important to get along with your colleagues and peers in organizations. George Lackey stated that the phone makes it harder for the face-to-face. He suggested that maybe students have to work in teams in order to communicate better. Stuart Bennett suggested role playing. Kurt Aarrestad explained that this should be geared more for the community and not necessarily students already enrolled. It needs to have better defined descriptions and outcomes. Daniel spoke about a human relations course at Centralia College that is a requirement. It is a distribution in their BTEC&148 course.

**Action Item:**

* **Make the outcomes more distinct and targeted**

**Industry Updates**

Jesse applauded the Project Management Certificate as it was a direct result from conversations with this committee.

Daniel spoke about Centralia’s BASAM with an emphasis on accounting to replace other classes with a concentration

Michelle and Francois agreed that project management is a key struggle. Getting everyone to understand that is important. Team building is an important part of the process.

Ken stated that succession planning is a big possibility of interest. The baby boomers are going out. Companies are searching for talent but they should have been doing it years ago by training those internally to develop those employees. There are educational opportunities out there for childcare and parent education. Many parents are not able to go to work because there is no childcare in/at the business. There needs to be some type of recruitment and retention for this in business. Robotics and data analytics are also on the horizon. We need to start thinking about how to prepare and train for this.

Many people in the retail world do not know how to manage.

Kurt explained that the breakdown between academics is half employee and half employer. The communication between the flow of planning and executing and the process of business needs to coincide. Everybody needs to be informed and on the same page.

Didi suggested cultural coordinators on top of project managers. There is a generational gap where the younger generation doesn’t even know what business ethics are.

George stated that it really comes to the type of person. Some people just want to do what they want. The soft skills, ethics, connecting with people, networking; there are free course out there for this. Rather than pursue an education, they can find these trainings.

Stuart emphasized the popularity of entrepreneurship and small business. People are taking their companies to another level and another revenue. The cannabis, beer, wine, etc. industries are growing rapidly.

Steve spoke about the fraud situation. Dealing with it hard and there needs to be a lot of teamwork and communication. People still need to have the experience to be resourceful. Cathy mentioned the new Bachelor’s in Cyber Security that is currently in process.

Meeting adjourned at 6:35pm.

Prepared by SueAnn McWatters