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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE**

**MEETING MINUTES**

**Thursday 19th January 2017 \* 4.30pm-6.30pm**

**Penguin Union Building, Room 258C**

**Members Present:** Jesse Harvey, Sherwin Williams (Committee Chair); Steve Leichner, Riverview Community Bank; Jerry Olson, Olson Engineering, Inc.; Nick Shanmac, Vancouver Business Journal; Didi Reeves, Tricor Print Communications; Mark Maggiora, Americans Building Community Kurt Aarrestad, Bodycote; Dan Whiteley, A.L Merryman Company; Bethany Souriyavong, Columbia Bank; Stuart Bennett, UP Sales; George Lackey, Clark County

**Members Absent**: Michelle Thor, Columbia Credit Union, (Vice Chair); Anthony Stach, Enterprise Rent-A-Car; Sam Salti, E-Tax Corporation;

**Clark College:** Adnan Hamideh, Division Chair;Professors Patti Serrano and Steve Walsh; Instructors Julie Lemmond; Brenda Walstead, Interim Dean BHS; Cathy Sherick, Associate Dir. Of Instructional Planning & Innovation; John Maduta, Div. Mgr. Prof/Tech Advising; Nichola Farron, Secretary Sr., Advisory Committees

Committee Chair Jesse Harvey called the meeting to order at 4.37pm.

Minutes of the Previous meeting

*The committee has a number of new members not present at the meeting of October 18th 2016; however, a vote to approve the minutes as written was received from those committee members present.*

Next Meeting Date

The Committee will next meet on Tuesday, May 9th 2017 at 4.30pm

Discussion of Committee Roster

Jerry Olson announced his retirement from the Committee after a long period of service. Adnan took the opportunity to thank Jerry for his contributions and service over the years on behalf of the Committee.

Cathy outlined that there will be discussion in the future about addressing the potential needs of the BASAM by establishing a separate Advisory Committee. As such, the recent growth in the roster is encouraging and will need to continue.

Office of instruction Updates

Transformation in 2017: Remember the series of Business and Community Learns 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 guest are welcome to bring their brown bag. Additional information to follow in emails.

•Friday February 24th Millennials in the Workforce

•Friday March 24th Pathways

•Friday May 19th The Power of Completion

\*Note: The advocacy training was very worthwhile, but attendance was low due to weather.

The new Bachelor of Applied Management in Applied Science (BASAM) is up and running. The first cohort of sixteen students has started the program this term. Please continue to share this opportunity with community members and potential students, your outreach is powerful!

The Culinary program facility is now under construction and work is moving at a fast pace to open the program in the fall of 2017. Again, share this opportunity with community members and potential students, your outreach is powerful!

The Growing Our Future 2017 Food Summit will be Friday, February 10, 2017, 8:00 a.m. to 5:00 p.m. at the Clark College Columbia Tech Center, 18700 SE Mill Plain Blvd. Vancouver, WA. This will be an opportunity for the community and business to join the college community in a discussion about the opportunity for an Agronomy/Ecology program at Clark College.

Director Updates

Adnan shared that the department is pleased to have Julie in the tenure positon, and also to report that the upwards trend of enrollment for the program is continuing. The ‘Business of Marijuana’ course is now offered for 20 people. It is hoped that this course will prove popular and continue to strengthen. The course includes content dealing with law enforcement issues, HR, economic factors etc. Adnan will report further at future meetings.

Patti gave a BASAM update and outlined the program structure to the new committee members: following the completion of a 2-year degree, students are able to complete another 2 years to earn a Bachelor’s degree focused on managerial skills. Patti continued that the BASAM is a unique kind of program that fits a gap in the workplace. Statistics show that students with the specialized degree have the potential to earn an additional $17k over 5 years. The Department was pleased to host an orientation event in January which outlined the support structures in place for students as they embark on 300-level classes.

Patti continued that she would welcome insight from the Committee as to promotional methods and opportunities to publicize the program.

Adnan continued that the next cohort is due to start in the fall: whilst the current group was somewhat smaller as the program was initiated, it is hoped that the program will grow to have a number of simultaneous cohorts. The Department is looking at other Colleges for inspiration as the program is continually refined and evaluated.

Potential Expansion of BASAM

As a follow up to an action item from the previous meeting, Adnan shared the results of the research into programs locally offered. This was with a view to potentially offering specializations in the form of certificates, but also to avoid duplicating courses offered in nearby institutions. Adnan continued that WSU offers typical business specialties, but also Hospitality, which had been considered as an option for Clark College. In addition, they offer supply and logistics management. However, in view of the discussion at the last meeting, project management or international business could be potential areas for consideration.

Jesse then invited the committee members to introduce themselves more formally, and also to discuss any potential areas for specialization in the program that they recognize in industry.

Kurt discussed how his company would benefit from having employees better versed in standardized inventory processes, and who also had knowledge in import/export demand.

Stuart spoke about how, despite there being a number of sales and marketing programs, employees need more skills in interacting with customers and clients. In addition, he identified areas such as Viticulture and STEM (especially with a focus for Women) as good potential areas for certificate exploration.

Steve talked about the gap in skills in relation to Risk and Audit, and how a number of employees don’t grasp the fundamentals.

Nick highlighted the rapid changes around social media marketing: the manner in which a business needs to interact with the media has undergone a number of changes. In addition, government affairs are a key area to understand. Nick continued that, in his position at the VBJ, he is constantly realizing that local small businesses are not aware of the government resources that exist to help them, and are not taking the time to explore.

The committee then spoke about how so many businesses do not know about local non-profits that have resources available to help them. Whilst Clark College does offer a non-profit course, there is still a lack of knowledge in this area.

Jesse recommended that the program could recruit local non-profit staff, not only to lecture or act as a guest speaker, but also as potential advisory committee members. In addition, a list of local non-profits would be worth having for reference.

Dan spoke about his industry’s post-recession growth: as a construction/engineering recruiter he reemphasized the shortages of employees in the area. Whilst OSU offers a construction based program, the WSU course is based in Pullman and there is not a local equivalent. He continued that the physical demands of the industry mean that there should be more options for programs that facilitate a transfer to management mid-career. Dan also reiterated the need for risk analysis as a focus, as well as Safety, and Lean.

George echoed the need for businesses to have more understanding of government. As a Fleet Manager for Clark County, George stressed the need for employees to have skills in logistics and supply management, as well as inventory and operations expertise. He also highlighted the growing prominence of electric vehicles as a direction for future professionals. In addition, he noted the age issue: the workforce is aging as the younger generation doesn’t have the same interest in the field. Conflict management could also be a potential area for dedicated study.

Didi stressed the need for businesses to understand the interconnectedness of the economy in terms of partner businesses. She also spoke as to how it is essential for Managers to understand all aspects of their business.

Mark talked about a number of needs that he sees as community and socially-focused professional. He illustrated the need for bringing the private sector on board with achieving government goals, especially following the devolution of government resources etc. In additional, local mobilization to achieve community ends should be encouraged. Other areas include project and operations management, food security and also the international business dimension. Mark emphasized the need for business students to have the skills to reach out and work multi-culturally.

Bethany shared that there has been in an increase in jobs requesting project management certificates in addition to degrees; and those applicants are often hard to find. As a bank manager, she sees a lot of teller applicants applying for the entry level position, but lacking in business etiquette and interview skills despite being able to communicate well in writing. There is also a marked shortage of Appraisers. In addition, customers often approach the bank for business loans without fully understanding the different types of loan available, or being able to identify their entity type, and also without a business plan.

Jerry concluded the committee discussion by reiterating the essential nature of students studying all aspect of business skills so that they can combine them with technical expertise.

Action Item: Adnan will summarize the committee’s suggestions and investigate the feasibility and potential for additional courses/certificates to expand the BASAM or 2-year program.

Jesse adjourned the meeting at 6.07pm

Prepared by Nichola Farron