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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE**

**MINUTES**

**Tuesday, January 28, 2014**

**4:30—6:40 p.m.**

**PUB 258C**

**Members Present:** Michelle Thor, Committee Chair, Columbia Credit Union; Mark Maggiora, Americans Building Community; Jerry Olson, Olson Engineering, Inc.; Brett Rankin, Farwest Steel

**Members Absent:** Jennifer McDaniel, Vice Chair, City of Washougal; Rich Gibler, PeaceHealth Southwest Medical Center; Gina Erickson, PBS Engineering & Environmental

**Clark College:** Adnan Hamideh, Division Chair, Business Professor; Patti Serrano, Professor, Business Mgmt.; Patricia Atkinson, Professor, Economics; Steve Walsh, Business Professor; Lucia Worthington, Business Adjunct; Doug Helmer, Larch Business Instructor; Blake Bowers, Dean, Business & Health Sciences; John Maduta, Div. Mgr. Prof/Tech Advising; Margie McCormick, Business Student; Andreana DiGiorgio, Secretary Sr., Advisory Committees

**Guests:** Nick Shanmac, Vancouver Business Journal; Kirsten Turnquist, Student; Steve Leichner, Student; Michael Loveall, Student

**Welcome and Introductions**

Committee Chair Michelle Thor called the meeting to order at 4:43 p.m. with introductions.

**Director/Division Chair Report**

Business Administration Division Chair and Professor, Adnan Hamideh, thanked the committee for attending the meeting. He announced that enrollment is down, however, he said they’ve had a good start for this quarter with 78 classes in session. He said that 2 classes had to be cancelled due to low enrollment. Michelle asked about the cancelled classes and Adnan said that one of the classes was added at the last minute at CTC with no advertising or promotion. He added that classes require a minimum of 15 students, with a cap of 35.

Next, Adnan told the committee that the Clark College faculty have been busy learning the new learning management system, Canvas. He added that they are full speed ahead on the BAS program and Patti Serrano will update the committee later in the meeting. He said that the focus for tonight’s meeting is to look at and discuss the degree and certificate changes to the Business Administration program. He said he needs the committee’s support and vote of approval to move forward. He said that after the new changes are approved, the proposal will go to the curriculum committee and hopefully be implemented in fall 2015.

**Certificate & Degree Proposal**

Adnan took the committee through the entire proposal and explained all the changes and additions. He told the committee that the new model will be based on a “core” of business courses that all business

students will take. He said that the core courses will provide students with a solid foundation to assist them when taking specialty and major area requirements and that the proposed model is designed for students to have seamless pathways between any one of the certificates of proficiency and the associate of applied science degrees. Adnan added that this proposed new model will allow students to carry over all the credits that they have earned in their certificates towards their degrees. Certificates offered are Accounting Clerk, Small Business, Marketing, and Management. Associate in applied science offerings are Accounting, Business Administration, Marketing, and Management. He told the committee that some of the advantages of this new model are:

* A strong foundation of key concepts in business, by requiring all students to complete the core requirements during the first terms of their programs of study.
* Clearer choices of business career options for students.
* A projection of higher completion rates and career choice satisfaction for students by establishing strong foundations of business concepts and theories.
* Flexibility for students to move from any certificate to any degree, without losing an excessive number of credits.
* A tool to ensure quality of instruction when offering programs that have clear, common, and quality outcomes and assessments.
* Clear, concise, and seamless pathways between certificates, two-year degrees, and possibly a bachelor of applied science degree. This will reduce confusion in the Advising and Credential Evaluation Services Departments even if students are self-advised.

Mark Maggiora asked how long it had been since the program’s certificates and degrees had been updated and Professor Patti Serrano told the committee that it was in the late 1990s to early 2000s. After some discussion, a motion was made to accept the proposal in full. The motion was seconded and approved unanimously. It was suggested to put the proposal on the website so that the committee can look it over at their convenience. The proposal is attached to these minutes.

**BAS Update**

Patti welcomed the visiting business students. Next, she thanked the committee for being so helpful when the A & B Statement of Intent for the Bachelor of Applied Science in Management (BAS) was presented at the last advisory meeting. She explained that BAS is a four year pathway for students in the career and technical programs to get their two year applied science degree and then move on to get their four year management AAS degree. Adnan had explained that the BAS is an “upside down” degree, in that the students will first get their AAS in one of the many programs at Clark and then continue to get their BAS in the same industry, making this a 4-year AAS-BAS degree.

Patti told the committee they are now working on the C & D part of the BAS proposal. She explained that C & D include program and curriculum development, budget, etc. She said that they are now visiting colleges who offer BAS degrees and said that Business Instructors Divya Kashyap and Lucia Worthington have visited Peninsula College; Dean of Business & Allied Health, Blake Bowers, Professor Trish Atkinson and some others will soon visit Columbia Basin Community College; and she and Adnan are going to visit Centralia. She said this will help with creating the new pathways. Patti added that these pathways will not be competing with the four year universities nor will they compete with students who are getting their Associate of Arts transfer degrees. Blake thanked the members of the committee who are working on this new program and told the advisory committee members that it has been, and continues to be, a huge undertaking. There will be another update at the spring meeting.

**Work Plan**

Michelle took the committee through work plan line by line. The following are general highlights of changes to the work plan.

* She said the first two items under the Curriculum Goal(s) have been completed and can be removed.
* The third item, Update on BAS Form C & D will stay on the work plan for now and it was suggested that the complete draft of the C & D Statement of Intent be put on the website for the committee to read.
* Michelle said that the Marketing and Outreach item under Public Relations Goal(s) should stay in the forefront so that it continues to be the focus of the committee. Adnan added that Clark’s Marketing & Communications Department can help set up a website for the new BAS program.
* Blake asked committee to consider adding “working with The Foundations to create an endowment and scholarship fund” to the plan. He explained that these funds will provide student scholarships and professional development for faculty. He told the committee that Clark College is not a “state funded” college, but rather a “state assisted” college and the business program is going to need funds to help its students and faculty. He suggested looking into creating an endowment as some of the other programs have done. He told the committee that the Nursing program, for example, has an endowment with approximately $4 million. The committee agreed that looking into securing an endowment should be added to the work plan.

Michelle said that the work plan would be updated and posted to the website by Andreana.

Michelle then asked if the two industry guests, Nick Shanmac of the Vancouver Business Journal and Robert Stewart of Columbia Credit Union were interested in becoming committee members. They both said they’d like to think about it. Nick did say that he would like to help get the information about Clark’s

Business Management program out to the local business industry via the Vancouver Business Journal.

**Minutes of the Previous Meeting**

At the beginning of the meeting it appeared that there was not a quorum at tonight’s meeting, however, reviewing the roster, Michelle advised there was a quorum. So, a motion was made to approve the May 21, 2012 meeting minutes as written. The motion was seconded and unanimously carried.

Because of the time constraint, the International Business Degree and Vision 2020 agenda items will be addressed at the next meeting.

Next, Michelle reminded that there is an Advisory Committee Handbook on the advisory website in case anyone would like to have another look at the committee members’ responsibilities. Adnan asked Andreana to put the website on the screen so that the committee knows how to get to it. The web address is: <https://www.clark.edu/advisory/>.

**Next Meeting Date**

It was previously agreed that the meetings take place the first Tuesday after the quarter starts so the next meeting is scheduled for Tuesday, April 22, 2014.

The meeting was adjourned at 6:32 pm.

**Prepared and submitted by Andreana DiGiorgio**