



BUSINESS ADMINISTRATION ADVISORY COMMITTEE MINUTES

Tuesday, October 8, 2013

5—7 pm

Gaiser Hall, Room 213

Members Present: Michelle Thor, Committee Chair, Columbia Credit Union; Jennifer McDaniel, Vice Chair, City of Washougal; Rich Gibler, PeaceHealth Southwest Medical Center; Mark Maggiora, Americans Building Community

Members Absent: Gina Erickson, PBS Engineering & Environmental; Jerry Olson, Olson Engineering, Inc.; Chuck Nokes, Redpoint International

Clark College: Adnan Hamideh, Division Chair, Business Professor; John Fite, Professor, Economics; Patti Serrano, Professor, Business Mgmt.; Doug Helmer, Instructor; Patricia Atkinson, Professor, Economics, Blake Bowers, Dean, Business & Health Sciences; Dedra Daehn, Director, Academic Services, John Maduta, Div. Mgr. Prof/Tech Advising; Margie McCormick, Business Student; Michelle Giovannozzi, Clark College Corporate Training; Sarah Weinberger, Career Services; Andreana DiGiorgio, Secretary Sr., Advisory Committees

Guests: Arif Humayun, BIEC International, Inc.

Welcome and Introductions

Committee Chair Michelle Thor called the meeting to order at 4:43 p.m. with introductions. Adnan introduced two guests and possible members, Arif Humayun of BIEC International, Inc. and Nick Culmac of the Vancouver Business Journal. Nick had not yet arrived at the meeting. Michelle asked the committee to think about employee representatives who would like to serve on the committee as the roster is heavy on employer representation. Next, a motion was made to nominate Jennifer McDaniels to the vice chair position. The motion was seconded and unanimously approved.

Minutes of the Previous Meeting

A motion was made to approve the May 21, 2012 meeting minutes as written. The motion was seconded and unanimously carried.

Office of Instruction Update

Director of Academic Service, Dedra Daehn, spoke about the 2013-14 Perkins Grant funding. She said the college has been awarded \$648K in Perkins funding for 2013-14. She explained that this is federal funding that comes from the state and supports Clark's career and technical programs. The primary focus of using these funds is to prepare students for the workplace, help them improve their technical skills as well as their academic skills. Dedra said there is about \$27K available for professional, career and curriculum development and other projects and to let her know if these funds are needed.

Dedra then told the committee about another source of funding available to Clark College, the Worker Retraining funds also received from the state. The amount of money awarded for 2013-14 was over \$1,000,000. This funding is used to support and provide education, training, and career services for dislocated and unemployed workers. Dedra said students coming in to Clark who have been laid off or

dislocated may be eligible for financial aid and other monetary support because of the Worker Retraining program. These monies can also support some of Clark's adjunct faculty salaries and equipment needs.

Lastly, Dedra reported that Clark College is implementing a new Credit for Prior Learning program. This past spring a policy was adopted for this program. Students who have had previous experience may be able to convert that experience into credits towards their degree. There will be four assessment methods offered: 1) Credit for military experience using American Council of Education (ACE) guidelines, 2) Course challenge, 3) College Level Examination Program (CLEP) and 4) Crosswalks for certifications and training that line up with current courses. The assessments will be coordinated by the American Counsel of Education (ACE). In each of the four assessment methods, students must demonstrate proficiency in the outcomes for the course in which credit will be awarded. The Credit for Prior Learning program is being implemented during 2013-14 and is anticipating students to be able to participate in late spring or summer 2014.

Director/Division Chair Report

Division Chair Adnan Hamideh thanked the committee for attending the meeting. He reported that 76 courses were offered and despite the college-wide drop in enrollment, the Business program remained strong. He said two classes were cancelled because of low enrollment and he added that they are now offering Friday classes.

Adnan said the Business Department is working on two items: The Bachelor of Applied Science (BAS) and the revamping of all the business degrees and certificates. He said it's been about 15 years since they overhauled the program and it is time now to do this. He said he wants to clean up the current curriculum and bring it up to speed with the current industry needs. Adnan reported that last summer he and his staff came up with a 20 page model of core requirements for the entire business program so that if students change their direction within the business program, they will not lose credits or have to start all over. It will save the students money as well. He added that as soon as the BAS is well on its way through the approval process and "off his desk," he would like to move forward on these new degrees, certificates, and the revamping of the current curriculum. Adnan said he would like to send the proposal to the committee for their input and discuss this at the next meeting. He told the committee to watch for the email with the summary attached in the next week or so.

Baccalaureate Degree. Adnan gave a summary of what the BAS program is. In spring, the department was given the task of creating a 4 year applied science degree, hence the Baccalaureate degree. He explained there are two parts to the application process with the State of Washington in getting the BAS approved. The first is A & B or Statement of Need. Adnan explained that this is a letter of intent with documentation substantiating the reasons for Clark to offer this type of degree. He said they looked at about five colleges who have been through the process and were approved. Adnan explained that this is an "upside down" degree in that the students will get their AAS and then they continue on to get their BAS (4 year AAS-BAS). Next, Adnan explained that they are now working on parts C & D. He said C & D is an extensive proposal that includes the following information: Qualified faculty, a plan and commitment to build and sustain a high quality program, appropriate student service, and pathway options to continue their education onto a graduate degree, among other items. He said the process to implement the program will take a year once it's approved by the state. Mark Maggiora asked if there was any feedback from WSU. Adnan said that he was able to differentiate the degrees between WSU and Clark. He also said that after the application is delivered to the State of Washington, other colleges have 30 days to respond. He said that this BAS will feed into WSU's master's degree. Dean of Business and Health Sciences, Blake Bowers said that they have been meeting with WSU on many topics including the BAS and are trying to coordinate events with the four year campus. Mark asked whether there is a benefit to speak to the business developers in the Fourth Plain corridor. He added that diversity and entrepreneurship is a must in this community. Blake said that Clark could hold a forum to local community members once the college is at a stage when they are ready to go forward with the degree, but he said there is still a lot of work to be done. The growing demand for entrepreneurially skills will be addressed in a future course offering,

instructor Lucia Worthington will be teaching. Patti assured the group the BAS will be addressing place-bound students and entrepreneurship in keeping with the Clark College vision and mission. Jennifer McDaniel pointed out that more could be documented in the proposal regarding the “underserved populations,” and Mark Maggiora proposed adding more strength to the entrepreneurship and multi-cultural and diversity components. Michelle asked for a motion to accept the proposed draft of form A & B (Statement of Need) with more strength to the entrepreneurship and multi-cultural and diversity components. The motion was seconded and approved unanimously. Michelle then offered to write a letter in support to be included in the draft of A & B.

International Business. Adnan told the committee that the program needs an entrepreneurship degree and certificate. He added that retail management, sustainability and eBusiness/eCommerce is not currently taught at Clark College. He said there is a need for a course or sequence of courses to teach eBusiness. He went on to talk about international business. He said he feels very strongly that Clark College should offer an international business degree and certificate. He wants to wait until he can devote the time to create a good plan so that it is right the first time. He would like to discuss this more with the committee and obtain more input from them. This will be an agenda item for the next advisory meeting.

Marketing of New Offerings. This agenda item will be postponed to the next advisory meeting.

Vision 2020. Dean Blake Bowers thanked the committee for the input they have given in terms of the Program. He would like to start putting a chart together that shows the vision in writing. He wants this to include what the committee thinks the program should look like. He reiterated what Adnan said about lateral transferability for the students. He says if there is a core of classes, the student can change their degree and not lose credits. These are big endeavors and will take a huge amount of coordination between the Business unit, credentialing, instructors, and advising staff to make it happen. Blake said he sees the BAS beginning in fall 2016 with students in seats. He would like the committee to spend a few minutes at every meeting to develop and move forward on what the members think the program should be in the year 2020. He said a key question for them to think about for future meetings is: Are we meeting industry and student needs?

Next Adnan told the committee that one of the main commitments of Clark College and its programs is to provide access to all different kinds of learners, increasing the diversity and multicultural appeal. They now have in place a lot of different ways to access education. He said there are now courses in multiple locations with many different models, hybrid courses, and online courses, however, he asked the committee what Clark College can do to increase access to learning? More classes? More online courses? He gave the committee members an assignment to think about this and offer some ideas and forward them to Adnan or Patricia.

Michelle Giovannozzi explained what Clark College’s Corporate Continuing Education does. She said that this department addresses lifelong learning. She said the corporate education piece in particular reaches out to business in the community, assesses and determines what the business learning needs are and customizes and adapts what the employers’ specific needs are. She said she is here at the meeting to let the committee know that Corporate Education at Clark College serves as a bridge between employers and the college.

Blake thanked Columbia Credit Union for the donation in support of the Virtual Pharmacy. Columbia Credit Union’s support was instrumental in upgrading the pharmacy program.

Work Plan

Michelle told the committee that the 2013-14 work plan needs to be put together and based on the discussion today there is plenty of information for it. After some discussion among the committee, Michelle, Trish and Adnan will put together the work plan and send it to the committee via email for review.

Michelle asked guest Mr. Arif Humayun if he would like to become a member of the committee. Mr. Humayan said at this time he'd like to continue as a guest and come to future meetings however, he said he will attend when he can as he does traveling around the world. He added that he sees what's going on overseas and thought he can bring a lot of input in the area of international business practices. He said he thinks this committee is very important and said he thought the program is going in the right direction. He enjoyed the conversation and information and would like to continue to be involved.

Michelle then summarized the action items.

- Adnan will be sending out a summary of programs and courses via email and asked the committee to read it and be prepared to discuss at the next meeting.
- She asked the committee to come up with a short paragraph or information on access to learning opportunities along with other items to discuss regarding the Vision 2020.
- Adnan asked the committee to bring an employee to the next meeting for possible nomination to the board.

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, January 21, 2014* and the spring meeting will be Tuesday, April 22, 2014.

The meeting was adjourned at 6:32 pm.

**Since this meeting, the date of the next meeting was pushed out one week, to Tuesday, January 28, 2014.*