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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); Kurt Aarrestad, Bodycote; Stuart Bennett, Precision Analytical; Scott Knight, Knight and Day Painting; Steve Leichner, Riverview Community Bank; Nick Shanmac, Daybreak Youth Services; Bethany Souriyavong, Columbia Bank; Dan Whiteley, A.L Merryman Company; Ken Torre (Retired)

**Members Absent**: Michelle Thor, Columbia Credit Union, (Vice Chair); Mark Maggiora, Americans Building Community; Didi Reeves, Optum United Healthcare; Sam Salti, E-Tax Corporation; George Lackey, Clark County;

**Clark College:** Adnan Hamideh, Division Chair;Professors Patti Serrano; Instructors Julie Lemmond, Patricia Atkinson; Brenda Walstead, Dean BHS; 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 the Previous Minutes**

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

**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*

Has been going down the last 2-3 years throughout the college, but haven’t felt it in Bus Admin, but recently have been feeling it. Last year, had 76 classes in fall, and now have 65 classes this term. However, this means that employment is good in the region. When unemployment goes up, then enrollment goes up.

*Pathways*

Already did it previously 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**

Last two, will up to 5 credits each. So it will be 52-54; students who graduate will be able to take a national test to be certified as project management. 5 certificates feeding into 4 AAS. Those in the one year, can just take a certificate and go, or can go into the aas degrees. Encouraging the students to finish the certificate and then move on the two year. This way, they’ll have an associate and a certificate. If something happens half way, they at least have a certificate. Hopefully if this works, can extend in AAS in project management.

Intent to explore. Create a proposal - VP of Instruction will go to planning and effectiveness and then they collect data and research to see if whatever supports the industry and jobs. Will then send to IPT. SWOT analysis until get approved. Once approved, will send it to the state and get it approved by the state. Once approved, the two courses will then be developed. Next, go to curriculum committee to make sure the courses are applicable. Timeline: hopefully by next fall 2019.

Students should be able to be prepared for the national PMP test.

* Bethany: how would it work for a student who has already graduated?
  + Adnan: they can come back and take the remaining courses to get the certificate
* Kurt: salary range?
  + $90000
* Jessica: other certificates: where are those in the process?
  + Have 4 already that are currently offered (business, accounting clerk, bus admin, supervisory management) – hoping to streamline them and helping students through the courses to finish the certificate.

New courses: Kathy Chatfield- will create and develop her own courses and curriculum; the state is urging everyone to share

**KURT MOVED TO APPROVE THE EXTRA COURSES FOR THE NEW CERTIFICATE, DIDI SECONDED AND WAS UNANIMOUSLY APPROVED.**

**CTC Clark Tech Center**

Have meeting next time over there: ACTION ITEM: send out report to members of committee. Will give tour and then discuss proposed suggestions of utilizing the building.

* Kurt: what is it utilized for?
  + Francois: use the facilities for whatever we need. Professional development and health classes.
  + Adnan: don’t have a complete program run over there so there are scattered classes.
    - One of proposals is to move a whole program or certificate can take it right there rather than have students commuting to both campuses.

Proposing professional interactions certificate of completion

* All courses already existing; how to exchange ideas and problem solving and interaction – companies might send their employees there for training; courses offered at night during the week; improve their soft skills

Proposing professional supervisor certificate of completion

* When someone retires, companies go to the next person that has been there the longest, with no training. Put together a few courses that can give the skills of leadership to help with the change of becoming a supervisor.

Taken for credit, so if they would like to go on, they can move forward for another certificate or basam.

* Steve Leichner – problem: the company might already offer programs or classes for that (in house training). There might be some competition there.

Bethany: is this being looked at for all the other programs; so in the industries and including them

* Trying to reach everyone and will be available for everyone
* After taking, could send a letter and let the company know that the employee has completed the course/training

Stuart: love the idea to see the classes expanded – companies with 100 employees or less don’t necessarily have the funds to do it so this would be helpful.

Jesse: what’s the marketing strategy?

* Will have to work with our marketing department to figure out what would be the best way to reach a lot of people and companies

Kurt: is this intended for all?

* Adnan’s choice to use the facility. The business program has been at the forefront to potentially going over. Does this apply to the program? Reading the report will give platform information.

Stuart: is this a part time or a permanent?

* Will have to see what works. But hopefully have a complete certificate over there.

**BASAM**

Patti:

Updates:

3 cohorts currently going

1: started with 15 and 12 will be graduating this fall. New adjunct (Daniel) will be teaching a capstone course is an internship.

2: started with 30 and now has 24 students in it

3: have 28 students in last fall

Hopefully next cohort will start in the spring if all goes well

Accreditation:

Visited with the accreditor for an hour and answered the questions well. As soon as receive report, will be able to know if we need to keep doing what we’re doing or if we need to make some changes.

Guided pathway:

Have had a map for a long time and so didn’t really need to reinvent the wheel. Many students take the 2 year and the 3 year program. Once there will be a lot of students, it might be more complicated to get everyone in.

Didi: will there be anything done for the students at the end of the term?

* Patti: yes will have a small ceremony and part and will invite all the members to come. **Maybe could send something out with com mark.**

2 YEAR DEGREE

Steve, Kurt,

4 YEAR DEGREE

Twice a year

Daniel: chose to separate from the associates level and make basam separately.

Michelle,

ACTION ITEM:

Both: George Ken,

Overlapping interest

**Small Business Management – BUS&115**

Hasn’t yet started in Fall. Merged small business management and business plan into a 5 credit course. The whole idea of creating it: 1. Forces students to take the business plan and 2. This course can serve as a stand-alone course for anybody from the community that wants to start a business and can take this course alone. Will advertise out to the local community.

Curriculum committee approved it but can’t offer until it goes into the catalog so it won’t be offer until summer of 2019. Students will be able to take business plan the last time in spring 2019.

Organizational Management in Business (potential new course)

Offer in the BASAM program in the 300 level but not in the AA level. Could be a 100 or 200 level course. If the committee thinks it’s valid, then will try to make a new course. Either 3 or 5 credits. Would also be an elective course not a required course. Management is people so there will always be overlap.

Ken – no one teaches these skills. How to do you get along in organizations? **Generational relationships and diversity – very important. Maybe organization behavior?**

* Psychology already has a course in that

George – phone makes it hard for the face to face. Work in teams and people have a hard time communicating.

Stuart – role playing or active role playing

Kurt – to the public at large, this might be confusing to the students – might be a lot of overlap. Better defined descriptions.

* Hopefully the students will go to advising to figure out what courses they need to take to move forward.

Adnan invested in a scholarship to go towards students in Business.

Daniel: human relations in business at Centrailia

* Human relations is a distribution in BTEC&148: professional self-development is a required course

**Action Items: make the outcomes distinct and make it targeted.**

**Industry Updates**

Jesse: Project Management certificate is a direct result from conversations with this committee.

Daniel: Centrailia: BASAM with an emphasis in accounting so replace other classes with a concentration

Michelle: project management is a key struggle; getting everyone to understand that. Entrepreneurship club.

Francois: team building is important

Ken: possibly succession planning – baby boomers are going out, everyone is searching for talent but should have been done years ago internally to develop those employees. Education opportunities – childcare and parent education. What do you do with folks that can’t go to work because there is no childcare in the business. There needs to be some time of recruitment and retention in a business. Continual learning and looking ahead. What training do you give students knowing that robotics is on the horizon. Data analytics.

Retailing – many people don’t know how to manage.

Kurt: breakdown between academics is half and half between employee and employer. Communication between how the flow of planning and executing and the process of business. Making sure everybody is on the same page and making sure everyone is informed.

* Cathy: community is expensive however it’s the most important
* Michelle: it works at Columbia credit union – have the departments all communicating – it can work well but can’t force it

Didi: cultural coordinators on top of project managers – generational gap where kids don’t even know what business ethics are

George: Agree with Cathy – boils down to the person; some people just want to do what they want to do, soft skills, ethics, connecting with people, networking, free courses out there rather than pursuing high education, process improvement (creative/critical thinking), accountability

Stuart: entrepreneurship and small business; taking your company to another level and another revenue. Example: cannibus, beer, wine: over 4000 opened recently for cannibus

Steve: fraud; trying to deal with it, teamwork; good to have communications amongst yourselves, but not a lot of continuity. Still need to have the experience and the communications to be able to be resourceful. Loss prevention? Covered in the courses.

Are concepts in management that we cover in the courses.

New cyber security bachelor’s.

Meeting adjourned at 6:35pm.

Prepared by SueAnn McWatters