



BUS/BASAM - MINUTES
Tuesday, October 24, 2023, at 4:30 PM
Zoom Online

Members Present: Ken Torre, Mari Jessup, Bob Gustainis, Erin Lynch, Natasha Hill, Vonne Fuller, and David Dagan.

Members Absent: Justin Jenks.

Clark College: Scot Headley, Yusufu Kamara, Divya Kashyap, Shannon Jackson, Mary Evens, Patricia Atkinson, Helen Martin, Justin Strokes, Steve Konrad, Alex Kison, Gibran Zogbi, Chris Wilkins, Terry Rodriguez, Kathy Chennault, Julie Lemmond, and Drew Johnson.

NEXT MEETING DATE

The committee will meet on January 23rd, 2024, at 4:30 PM via Zoom for a winter meeting.

The committee will meet next on April 23rd, 2024, at 4:30 PM via Zoom for a spring meeting.

MINUTES OF THE PREVIOUS MEETING

The previous minutes from May 16th, 2023, were approved.

COLLEGE UPDATES

Scot shared the strategic planning process and discussed the mission, tenets, key performance indicators, and equitable strategies. The cabinet is negotiating responsibilities and the outcomes will come in the next few weeks by Jim Wilkins-Luton.

Scot mentioned that operational planning and assessment and college-wide planning and assessments are the next steps. Additionally, Scot shared timelines and goals for this academic year.

Scot announced the College earned a Title Three grant, and it will exemplify the goals of the operational planning and more.

DEPARTMENT UPDATES

Introductions were made.

Drew announced a significant increase in enrollment for the upcoming fall semester with a 12% rise in the number of students.

Drew announced that the program is adding 11 new class sections to accommodate the increased enrollment.

Julie mentioned that a new cohort started in the spring and hybrid classes will be available in the fall, but there will not be a winter term.

Julie announced that the entire 18-month spring term will be held online.

Ken discussed the Outreach Sub-Committee and asked if members would like to join this committee to support underserved students.

Curriculum Changes

Drew shared revisions on the program-level outcomes such as the updated Business Administration AAS PLOs and updated Small Business Management CP outcomes.

Along with the following revisions:

Updated Accounting AAS PLOs

- Updated Accounting CP Outcomes
- Updated Marketing AAS PLOs
- Updated Marketing CP Outcomes
- Updated Supervisory Management AAS PLOs
- Updated Supervisory Management CP Outcomes
- Drew discussed that in the next few days, there may be changes in the curriculum and program mapping changes.
- Drew detailed the following changes regarding the Accounting Clerk-CP for fall, winter, and spring. Changing the Principles of Management course to BUS/ACCT/MGMT/ECON course and allowing students the option to fulfill that elective.

The committee approved this change.

Changes regarding the Small Business Management-CP

- The introduction to Economics and Business Law was eliminated from the CP but added Principles of Marketing.
- Business Admin -AAS
- Added principles of marketing and removed Professional Selling.
- Removed creative problem-solving.
- Removed BUS/MGMT/ACCT/ECON elective.
- However, students may continue to choose to take them as electives.

The committee approved this change.

Marketing-CP Changes

- Principles of Marketing was removed, and this will be a second-year course.
- DMA 101 Photoshop Raster Graphics was added to the Marketing curriculum.
- Introduction to Economics was removed.
- Marketing-AAS
- Intro to E-Business was removed.
- Intro to Project Management has been removed.
- Principles of marketing were added.

- Business law was removed.
- Intro to Digital Marketing was added.
- BUS/MGMT/ACCT/ECON elective was added.
- Project Management Standards & Plan 1 was removed.
- Drew discussed the need for social media marketing so it may better support students upon graduation.

The committee approved all changes.

Changes to Supervisory Management-CP:

- Introduction to Economics was removed.
- Major Area Electives were changed from 5 credits to 3 credits.
- The committee approved the changes.

Drew requested feedback from the committee regarding developing a one-year program around front office management.

Mary stated that employers have reported that students could benefit from administrative courses.

Erin states that a one-year program that trains students with Excel is needed and she sees a lack of knowledge.

Vonne discussed incorporating AI training for competitive industries.

Julie suggested QuickBooks training.

INDUSTRY UPDATES

There are no updates currently.

On November 8th, 2023, the committee approved all minor curriculum changes through a Google Poll.

Prepared by Elizabeth Flores