



BUSINESS ADMINISTRATION MEETING MINUTES
Tuesday, January 25th, 2022 * 4.30pm-6.00pm
Zoom Online

Business Admin Members Present: Ken Torre (Retired – Committee Chair); Kurt Aarrestad, Oregon Liquor Control Commission; Stuart Bennett, Retired; David Dagan, KeyKing; Mari Jessup, Miller, Nash, Graham & Dunn LLP; Steve Leichner, Riverview Community Bank; Mark Maggiora, Americans Building Community; Bethany Souriyavong, Columbia Bank; Peter Van Nortwick, Clark County Assessor's Office

Members Absent: Jesse Harvey, Sherwin Williams (Vice Committee Chair); Michael Fish, Clark County Assessor's Office; Sean Moore, Workforce SW; George Lackey, Clark County; Michelle Thor (Vice Chair), Columbia Credit Union;

Guests: Tim Walley, IQ Credit Union

Clark College: Patricia Atkinson, Division Chair; Professors Drew Johnson, Helen Martin, Julie Lemmond; Brenda Walstead, Dean BHS; Kathy Chennault, Foundation; Shannon Jackson, Advising; SueAnn McWatters, Program Specialist – Advisory Committees

Kurt Aarrestad called the meeting to order at 5:03pm and introductions were made.

APPROVAL OF PREVIOUS MINUTES

The minutes of November 2nd, 2021 were presented for electronic approval at a later date. As of February 11th, 2022 the minutes have been approved.

NEXT MEETING DATE

The Business Admin committee will meet again on **Tuesday, May 10th, 2022 at 4:30pm.**

OFFICE OF INSTRUCTION UPDATES

Brenda Walstead made the following announcements:

The college has hired a new Vice President of Instruction named Paul Wickline who started very recently.

The campus is now a fully vaccinated campus, which means that students, faculty, and staff are either vaccinated or have an exemption.

She thanked the Business faculty and staff for their flexibility and work.

Boschma Farms construction has started in Ridgefield, WA. Kathy Chennault explained that it is in the very early stages of planning. It will be an advanced manufacturing building.

DEPARTMENT UPDATES

Enrollment

Patricia Atkinson stated that there are 63 sections in the winter term. Many sections are at full enrollment. Fewer than five classes were cancelled.

BASAM

In the previous meeting, the committee discussed Math 146 becoming a recommended course rather than a required course to enter the BASAM program. Patricia will be taking this ask to the Instructional Planning team in February.

There is a cohort of 18 students who just entered. The program is doing some outreach to figure out if there are any changes or adaptations to keep it popular with students. There are 22-24 students in the senior cohort because some are part time. There are a number of BA students enrolled in the BASAM program and there are many students asking about it for fall 2022.

BUS 240

Patricia spoke about adding this course to the direct transfer degree to Washington State University (WSU) before entering the Hospitality Management Program. This was a request that came from WSU. It has already been approved and will be added to the fall 2022 calendar.

INCREASE ENROLLMENT – MARKETING AND OUTREACH

Ken Torre talked about trying to increase enrollment as well as increase FTEs at the East side facility. He has been a lot of research on what has been happening in Clark College. His goal is to create an outreach committee to help.

- David Dagan
- Michelle Thor
- Ken Torre
- Kurt Aarrestad
- Peter Van Nortwick
- Mark Maggiora
- Mari Jessup

The people above volunteered to contribute.

There are countywide initiatives that are aligned with the college's goals. This includes the CREDC, SWWA Workforce and the City of Vancouver. Ken would like to prepare a document that includes the goals they would like to accomplish and identify what sets the business program apart from the others. There seems to be a lot of organizations specializing in education programs.

David Dagan suggested reaching out to Camas High School since they have a good running start program.

Ken wants to increase student networking in such of a speaker's bureau, internships and mentors, and also volunteers. Mark Maggiora made a point about how associations benefit from the college by potentially sponsoring or working with the students. Mari Jessup agreed that cross pollinating ideas will be ideal in making this a successful venture.

Aligning, coordinating and collaborating

Peter Van Nortwick suggested doing focus groups of seniors that did not choose running start and ask them why they decided not to.

WIFM. What's In It For Me? The benefit to the students and the community must be balanced.

We need stories to be able to put up on social media, specifically students.

Drew Johnson spoke on utilizing the East Campus and why it is important. The committee continued conversations about all the different components needed to achieve this. Brenda Walstead stated that the east campus is not ready for students. It is very nice, but it is empty. The best situation would be to have the program services there first. Steve Leichner spoke on the location being somewhat isolated, however there is more being built around.

Julie Lemmond spoke on getting the parents on board first. Brenda also talked about the high schools not promoting running start because the college takes the FTEs. The counselors do not want the students to enroll in running start, so it is important to start talking with the parents and letting them know the options for their kids.

Tim Walley spoke a bit on his experience with IQ Credit Union and working with those in the community about educational opportunities. He talked about internships available in his organization. Anyone from Clark, PSU, WSU Vancouver, can apply through Emerging Leaders where students will tell them what field they are interested in. They will then work with community partners to get the students into the positions for that experience.

Meeting adjourned at 6:24pm.

Prepared by SueAnn McWatters