



BUS/BASAM -MINUTES
October 22nd, 2024, at 4:30 PM
Zoom

Members Present: Ken Torre (Committee Chair), CEO, Superior Court, Contra Costa County, CA (ret) San Jose City College; Oscar Novelo (Vice Chair), Senior Business Finance Officer, Prosper Portland; David Dagan, VP Operations, Key King; Raj LamiChhane, Case Manager II, Columbia River Mental Health Services; John Regino, Principal, Modern Research Systems; Holli Ryan-Kalaleh, Business & Marketing Program Supervisor, Office of the Superintendent of Public Instruction; Aurora Gomez, Freelance Medical Spanish Interpreter; Erin Lynch, Senior Recruiter, Neil Jones Food Company; Vonne Fuller, Contract Specialist, USDA Forest Service; Mari Jessup, Office Manager, Miller Nash Graham & Dunn LLP

Guests:

Members Absent: Natasha Hill, Assistant Program Manager, Berkshire Hathaway; Bob Gustainis, District Manager, Walgreen Co.

Clark College: Drew Johnson, Business Division Chair, Clark College; Julie Lemmond, Professor of Accounting and Finance, Director BAS - Applied Management, Clark College; Scot Headley, Dean of Business and Health Sciences, Clark College; Terry Rodriguez, Instructor, Clark College; Mary Evens, Instructor, Clark College; Steve Konrad, Instructor, Clark College; Gibran Zogbi, Instructor, Clark College; Chris Wilkins, Instructor, Clark College; Helen Martin, Instructor, Clark College; Elizabeth Flores, Advisory Coordinator, Clark College

The meeting began at 4:35 PM

NEXT MEETING DATE

The committee will meet next on January 28th, 2025, at 4:30 PM (75 min)

MINUTES OF THE PREVIOUS MEETING

The minutes from the previous meeting on January 25th, 2022 & April 23rd, 2024, were approved.

ETHICS TRAINING

Elizabeth conducted the Advisory Committee Ethics Training.

ADVISORY COMMITTEE ORIENTATION

Elizabeth conducted the Advisory Committee Orientation.

COLLEGE UPDATES

Scot discussed that the College has experienced increased enrollments.

Scot shared that the College welcomed a new Vice President of Instruction Dr. Terry Brown

Scot shared that the College is preparing for a regional accrediting site visit next fall of 2025.

Scot shared the recent alumni event coordinated by himself, Julie, and Jennifer. There was a great turnout and alumni feedback for the program.

Scot displayed the alumni survey feedback and shared that continuing professional learning was a large interest.

DEPARTMENT UPDATES

Drew discussed that the program is working on forming alumni network marketing tools to gain more student interest. The program hopes to invite the alumni and current students together to form networking opportunities.

Drew discussed the previous cohort history and highlighted Julie and Jennifer's effort to fill the spring cohort. The program plans to discuss strategies on whether they want to promote one cohort or two smaller cohorts. Further discussion will take place at the upcoming Winter 2025 meeting.

David suggested a certificate program for graduates that will include existing courses to fill the second cohort.

Drew clarified the program focus.

Scot discussed potential governmental relations for postgraduates that are industry-specific, and the program could offer workshops. This could serve as a marketing device for potential students as well.

Ken recommended collaborating with the Small Business Administration, Workforce Southwest Washington or the Vancouver Chamber of Commerce which may offer expertise.

Enrollment

Drew shared that enrollment has increased in all departments by 7.5%, servicing in the program courses there are 1,863 students enrolled this fall term. The program is seeing substantial growth and has hired a few adjunct professors over the last six months.

The Office Specialist Certificate

Drew displayed the one-year office specialist certificate, welcomed committee feedback and requested input on the finalization of the name.

Drew presented the course selections and program outcomes for the certificate.

Erin requested a copy of the course selections to share with a colleague for review and feedback.

Ken asked about details regarding the business self-developments topics discussed in that course.

Drew discussed class details.

David suggested naming it the certificate office manager as it might attract more people.

Erin discussed that according to the previous meeting, the committee had decided that the office specialist name takes on entry level positions therefore the office manager name would exclude that. Ken is in support of the certificate as it would be beneficial for any student.

John is in support of the certificate and states it is very robust. John recommends adding project management and communication courses as it is key in the industry. John additionally suggests breaking it up for example: tools, communications, or management.

Drew noted that once approval is submitted, the program can adjust.

Mari is in favor of the layout and accounting courses that build on each other.

Ken recommended adding soft skills to the certificate.

Vonne supports the certificate and noted the appeal to many students. Vonne inquired if there will be a technology component outside of accounting in any of the classes.

Mary noted that technology is covered in BUS 150 (MS Office), BUS 104 (Word), and BUS 169 (Excel).

Motions

Ken motioned to approve the support of the office specialist certificate development and name, and all unanimously approved.

WORK PLAN

Drew presented the 2024-25 work plan and welcomed committee feedback. The committee will actively review and add to the work plan.

INDUSTRY UPDATES

Ken shared details regarding the outreach subcommittee and their efforts to collaborate with the College. The recent collaboration has included niche storytelling and sharing success stories from postgraduates. This is a grassroots effort to help support marginalized communities and provide resources for BIPOC populations. The outreach committee is actively diversifying its members and Ken welcomed comments, suggestions, or feedback on the brief overview of the outreach subcommittee.

Erin discussed the benefits of meeting over the summer for the subcommittee.

ACTION ITEMS

The quorum stated in the bylaws will be reviewed at the upcoming winter meeting.

The committee will continue to review the work plan at the upcoming winter meeting.

The meeting adjourned at 5:45 pm