



BUSINESS ADVISORY COMMITTEE -MINUTES

Tuesday, May 16th, 2023 * 4:30-6:00pm

Meeting Location: Zoom Online (Audio/Video)

Members Present: Ken Torre (Chair), Kurt Aarrestad, Stuart Bennett, Mari Jessup, Erin Lynch, and Holli Ryan-Kalaleh

New Members Present: Bob Gustainis and Justin Jenks

Members Absent: Kaylee Brown, David Dagan, Mark Maggiora, Bethany Souriyavong, Peter Van Nortwick, Tim Walley, and Dan Whiteley

Clark College: Patricia Atkinson, Kathy Chennault, Mary Evens, Drew Johnson, Jennifer Lea, Julie Lemmond, Helen Martin, Terry Rodriguez, and Wende Fisher

MINUTES OF THE PREVIOUS MEETING

The previous minutes were not available and will be reviewed at a later meeting.

NEXT MEETING DATE

The committee will next meet on **Tuesday, October 17th, 2023 at 4:30pm.**

ANNOUNCEMENTS FROM THE COLLEGE AND/OR DEPARTMENT

- Two dean positions are currently being filled at the college, one being the BHS Dean. They are in the final interview stages and hope to be in place by the first part of the summer.
- The interim VP of Instruction position has been extended until the end of the calendar year.
- Budget cut recommendations have been sent to Executive Cabinet and should be moved to the Board for next month's meeting.
- Sabbaticals are currently being discussed and announcements should be made at the next Board meeting.

EQUITY CENTERED STRATEGIC PLAN

Trish explained that the Equity Centered Strategic Plan is a work in progress. A summary of the plan has been published, however there is a delay in the detailed plan. The college is in the final stages of hiring a permanent VP of Diversity. Once that individual is named, more details will become available.

STACKABLE CERTIFICATES

The idea of implementing stackable certificates was posed to the group. These certificates would consist of three or four shortened courses that focus on a certain skill set. This certificate would help an applicant validate their skills to a potential employer.

Several committee members expressed interest in collaborating with this project and are curious about how the certificates can be integrated into their company needs.

ENROLLMENT UPDATES

Enrollment has steadily been increasing since the start of the pandemic. The majority of sections in the Business Division continue to be held online – about 90%, as this appears to be the preferred method for students. Hybrid and face-to-face offerings are available each term, however many of those are cancelled due to low enrollment. Registration for both summer and fall started today, so those will be closely monitored.

BUS/BASAM UPDATES

Business

- It appears that no faculty or staff positions in our area will be impacted by the budget cuts.
- Currently seeking applications for an adjunct accounting instructor – job posting on Clark.edu.
- Will be holding elections for the positions of Division Chair and BASAM Program Director. Both are 2-year terms.

BASAM

- We started an additional cohort in spring. This is a fully online cohort that runs for 18-months. Julie, Drew, and Jennifer did lots of work recruiting students to make this cohort possible.
- The plan is to offer a hybrid cohort each fall that is 24-months, and an online cohort each winter that is 18-months.

MARKETING OUTREACH/MATERIALS

Drew shared an informational flyer that was created by Communications & Marketing for each of our programs. This flyer was distributed at the Career & Technical Showcase that was held on campus in April. The showcase was attended by high school students and about 75-80 students indicated interest in the business fields.

The Business Division has also participated in two additional events held on campus that focused on program exposure within the Hispanic community.

PROJECT MANAGEMENT COURSES

Questions were emailed to the committee in advance of the meeting asking about the need for project managers in their companies. What software is used? Does your company have a dedicated individual? The members present did not have feedback, as they don't work with individuals who hold those positions.

PROGRAM OUTCOMES – UPDATES, CHANGES, FEEDBACK

Drew updated the group on the work being done with outcomes and assessment. Currently the division is reviewing all program outcomes and making updates as necessary. He hopes to share the revised information with the group during the fall meeting.

Work is also being done to update the Marketing Certificate and Degree. Drew has been collaborating with faculty from the Art and Digital Media programs to incorporate new courses into

the program that will make the student more prepared in the field upon graduation. More information on this will be shared at the fall meeting. The hope is to have it approved and implemented in Summer 2024.

INDUSTRY UPDATES

Ken discussed interest in outreach activities, particularly with Fort Vancouver and Hudson Bay High Schools.

Meeting adjourned at 5:42pm.

Prepared by Jennifer Lea