



BUS/BASAM - MINUTES
Tuesday, January 23rd, 2024, at 4:30 PM
Zoom Online

Members Present: Ken Torre, David Dagan, Holli Kaleleh, Justin Jenks, Raj LamiChhane, John Regino, Oscar Novelo, Stevonne Fuller, Bob Gustainis, Erin Lynch, Mari Jessup

Members Absent: Natasha Hill

Clark College: Drew Johnson, Julie Lemmond, Scot Headley, Tricia Atkinson, Yusufu Kamara, Elizabeth Flores, April Cannon, Kathy Chennault, Mary Evens, Terry Rodriguez, Helen Martin, Chris Wilkins, Gibran Zogbi, Stephen Konrad, Divya Kashyap, Aaron Campbell

The meeting began at 4:30 PM.

NEXT MEETING DATE

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 October 24, 2023, have been approved as amended.

COLLEGE UPDATES

Scot shared details about the Career & Technical Education (CTE) survey that had been distributed in preparation for our students and making improvements. This is part of a broader effort to assess local needs for Perkins funding. This is a process where the state ensures we complete every two years.

Scot presented the initial survey results, and the faculty hopes to receive more responses over the next few weeks. During the presentation, Scot highlighted some of the survey's key findings, including the requirement for non-technical skills, leadership abilities, and soft skills competencies.

Scot has shared an update on the progress of the strategic planning process. There has been significant progress on the instructional side. Moreover, the committee chairs must be strengthened and acknowledged for their important role in expanding Clark College's program.

PROGRAM OUTCOME REPORT

Drew stated that we took updated outcomes through the necessary outcomes, which have been approved and will be reflected next fall, 2024.

Drew has announced that the proposed changes in the program have been approved. The course BUS270, which was approved this afternoon, will be offered in the fall of 2024. It is expected to attract more students interested in marketing, social media marketing, and digital media marketing.

DEPARTMENT UPDATES

Drew shared enrollment numbers for the program, which currently has twelve additional sections and serves 390 more students.

Drew noted that the program will serve 91 more students from Fall 2023 to Winter 2024. Historically, the College has seen a decrease in enrollment throughout the academic year, but this year, the College has noticed an uptick in enrollment for this winter quarter.

Drew announced that Tricia Atkinson had been appointed as the interim dean for SOFA while continuing to teach one course in economics.

Drew has announced the addition of two new hires to the program. Adjunct professor Joe Cha will teach BUS 101 this winter quarter, while adjunct professor Irene Seto will teach accounting in the spring of 2024. This will provide support in the overloaded courses of business management and accounting.

Julie announced that the program will welcome a new cohort in spring 2024. The program will last 18 months without a summer break, and thirteen acceptance letters were sent today.

Julie shared significant progress throughout the program. Julie and Jennifer will send a mass letter to any student with an AA degree. Once received with updated contact information, they will send a flyer inviting them to a bachelor's degree program. Prerequisites are required, such as English 101 and college-level math.

Justin inquired if students receive internship opportunities from local businesses through the bachelor's degree or if they are supported by a business upon graduation.

Julie stated she encourages students to specialize once they pursue a master's degree because the program offers a foundational business degree.

Mary presented a new one-year certificate, "Front Office Specialist Certificate of Proficiency (one-year)," and exhibited the courses and the expected student outcomes. This certificate will be available in the fall of 2025.

Drew stated that the faculty is at an early stage of forming a one-year certificate and seeks input from the advisory committee for approval.

Mary and Drew have invited the committee to review the one-year certificate and discuss it in further detail at the next meeting.

Justin inquired if this one-year certificate is a source for a resume builder.

Mary has stated that several employers have reported a lack of accounting skills and other skills. Therefore, this one-year certificate provides tailored class offerings, such as taking business English instead of English 101.

Chris mentioned that students can acquire the necessary skills in a shorter period, making pursuing other jobs and positions easier. Additionally, the program offers flexible scheduling options for students who cannot commit to a two-year degree and a more affordable option.

John suggested renaming the front office specialist certificate to support online screening mechanisms or using other keywords to allow students to stand out for interview opportunities.

Oscar recommended changing the name from front office specialist to office specialist.

Ken mentioned proposed class modules so the committee can review them and discuss them at the next meeting.

Stevonne recommends covering negotiation basics in business communication.

Ken inquired about AI courses in the programs.

Drew mentioned that each program and department handles things differently but encourages students to take AI courses as they are beneficial.

Scot has suggested that the committee propose a discussion on AI. This is because the committee's feedback helps shape and guide the college and supports faculty in piloting new initiatives.

John shared the importance of AI, critical thinking, ethics, and sensitivity in diverse communities.

Ken shared a potential new sub-committee regarding AI.

Ken shared the outreach subcommittee, which aims to track Clark College's strategic plan. He stated that they are almost completed with that portion. Ken noted they intend to create an outreach plan and a speaker's bureau. Eventually, he will resign as the subcommittee chair but is stepping in for now.

Kathy has shared College Visit Day 2024 for students interested in financial services and investment management.

The meeting was adjourned at 6:04 PM.

Prepared by Elizabeth Flores