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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE - MEETING MINUTES**

**Tuesday October 17 2017 \* 4.30pm-6.30pm**

**Ellis F Dunn Community Room (GHL 213)**

**Members Present:** Jesse Harvey, Sherwin Williams (Committee Chair); Steve Leichner, Riverview Community Bank; Didi Reeves, Optum (United Healthcare); Mark Maggiora, Americans Building Community; Kurt Aarrestad, Bodycote; Dan Whiteley, A.L Merryman Company; Stuart Bennett, Precision Analytical; Ken Torre (Retired)

**Members Absent**: Michelle Thor, Columbia Credit Union, (Vice Chair); Sam Salti, E-Tax Corporation; George Lackey, Clark County; Bethany Souriyavong, Columbia Bank

**Larch Corrections Center:** Doug Helmer, Education Director; Michael Ashton, Business Instructor

**Clark College:** Adnan Hamideh, Division Chair;Professors Patti Serrano and Steve Walsh; Instructors Julie Lemmond, Patricia Atkinson; Brenda Walstead, Dean BHS; Julie Robertson, Office of P&E; Tasaday Turner, Advising; Hal Abrams, Clark College Foundation Nichola Farron, Secretary Sr., Advisory Committees

Committee Chair Jesse Harvey called the meeting to order at 4.36pm and introductions were made. Hal Abrams provided a brief outline of the work of the Clark College Foundation and its connections in the community.

Approval of the Previous Minutes

*The minutes of May 9 2017 were presented: Dan made a motion to approve as written, which was seconded by Mark and passed unanimously.*

Next Meeting Date

The committee will meet again on Tuesday February 6 2018 at 4.30pm

Office of Instruction Updates

Nichola made the following announcements:

The new **“Areas of Study”** have been adopted and approved these will provide the framework for organizing the different degree paths for students. The link is [here](http://www.clark.edu/academics/programs/index.php)

Advisory Committees will begin to see how they fit in to the implementation work of **Pathways**. The goal is to improve rates of completion, transfer and attainment of jobs. The American Association of Community Colleges (ASCC) has developed a model that articulates the implementation process. Advisory members are encouraged to review the model for understanding.

Academic plan Goal 6: *Infuse the study of* ***Power, Privilege and Inequity*** *throughout the curriculum.* Last year advisory members asked why this was happening at Clark. To answer that question, we have been working with the Office of Diversity and Equity to put together some basic information that can help frame the issue for further discussion. Watch for it on meeting agendas.

The new **McClaskey Culinary Institute (MCI)** is open and teaching students this term! The link to information about the program is [here](http://www.clark.edu/academics/programs/culinary/). We are looking forward to being able to provide our advisory members with menu items from the cuisine and baking programs.

Clark continues to see enrollment declines, which may have budget impacts. We do not anticipate further program cuts at this time, but cannot rule out the possibility of changes in the future should this trend continue. Your help in letting community members know about the great programs at Clark is appreciated!

As programs are taught out, we have terrific Advisory volunteers we hate to lose. Often we need to infuse current committees with new members, and sometimes new programs are developed that will need new advisory committees. We are working this year on the development of a **Master Advisory Committee** that will help us with three tasks.

1. Visiting current committees to talk to members and get an idea of how things are working.
2. Planning and hosting annual Advisory event.
3. Reporting to the Board of Trustees every year on the great work of Advisory Committees.

Let us know if you are interested by contacting Nic. You can be on two committees, or if you want to step away from your current committee work that is fine too.

We also wanted to thank everyone who was able to attend the **annual recognition** event held on July 13 at the new STEM building. We had beautiful weather, many cold beverages and a great time. We look forward to planning the event next year with our new Master Advisory Committees.

We will be undertaking an updated Ethics training at the spring advisory meetings.

The annual Clark College Career fair will be held in April. Advisory Committee members will be provided additional information from the career center in upcoming meetings.

Department Update

Adnan reported that, despite strong enrollment overall, the Department is having to cancel some classes that are normally run. He continued that the goal for the year is to look at potentially updating programs and courses and even devise a ‘job preparation’ degree. He spoke of the need to work with the committee going forward to hear their insight and expertise.

BUS 115 Discussion

Adnan introduced BUS 115, small business management – a three credit course required by one of the certificates. There was some discussion in the division of making it a 5 credit course so it could stand alone and appeal to students not only undertaking the certificate, but also to community members who want to start a business, take on a franchise etc.

It is believed the addition of 2 credits will increase the attractiveness of this course. In addition, the current BUS 135 (business plan) can be included here and would not be needed as a separate class. Currently, this class is sometimes cancelled due to low enrollment, but embedding it in the course will help ensure students receive all the content they need. The curriculum will be developed by an adjunct.

The committee discussed how this proposal matched the results of a recent survey where employers spoke of the need for additional skills. In addition, there was an agreement that it should be offered in a range of modalities for optimizing outreach – face-to-face, online etc. Adnan noted that this is part of the effort to consolidate offerings so that students have a more streamlined course structure. Mark also noted that success in this revised and expanded BUS 115 class could encourage students to engage in the BASAM program.

*Jesse made a motion to approve the expansion of BUS 115 from 3 to 5 credits, and to support the cancellation of BUS 135, with the provision that the contents of that class will be absorbed into BUS 115. This was seconded by Dan and passed unanimously.*

The committee then discussed options for students to explore special projects and collaborations with small businesses to give practical experience. Hal noted that he was pleased to hear about developments in the program. There have been concurrent discussion about developing an entrepreneurship program that would strive for the same goals and would allow for students of all fields to develop critical thinking. This would help them go forward and gain skills and confidence to develop independent businesses.

Patricia Atkinson shared that the Economists on Faculty are engaging with students in a ‘brown bag lunch’ format on a regular basis to discuss topics outside of tuition, for example student loan debt in comparison with mortgage debt. She invited committee members to participate in these conversations, or if they would like to sponsor lunch. Events are Wednesdays from 11.30 to 12.30 in SHL 214.

BASAM Report – Patti Serrano

Patti reported that the BASAM is doing well with enrollment; the second cohort started this fall with a pre-class orientation with support from across campus - Faculty, student services and student affairs. There are 30 students started on 2 year plan, 5 are on a 3 year plan.

The BASAM is trying a new schedule with two compressed 5 credit classes so that students only have to be at campus one night a week. There are 2 cohorts running now and the Department is looking for a 3rd cohort to state in the spring. To support these efforts, 2 informational sessions a month are being run.

Review of Local Employment Statistics & Job Demand Areas

Julie Robertson from the Clark College Office of Planning & Effectiveness outlined that one of the   
Academic Plan goals is to align programs with community need: in view of this a yearly SWOT report is undertaken looking at high demand occupations. These are classified as those areas with an above average growth within the College’s service district of Clark, Skamania and Klickitat counties, but also includes Clackamas, Multnomah and Washington counties.

The committee discussed the data (also available on the committee web page) and noted the demand for computer and information systems managers, as well as financial specialists. There was a recognition of the need to avoid saturating the job market.

A number of committee members, including Jesse and Dan, noted that the demand for construction management is particularly high and that they are struggling to find qualified candidates.

In addition, cost projection, project management, cyber security, the healthcare industry and risk management were all discussed as areas of need, as well as accountants.

Adnan continued that the department will look at what proposals could be devised for potential courses to answer community needs.

Program Changes- Larch CC

By way of background Doug outlined that Larch was scheduled for closing in 2008 and 2009, but the introduction of the Clark programs has helped turn the facility around. When classes began, there were less than 67 FTES: that number is now around 100. Classes are taught by Michael, and offered in Canvas so that students can transition into Clark following release.

He outlined a proposed change in the Certificate of Completion in Supervisory Management to a Certificate of Achievement. This would entail the addition of BUS 029 Basic Accounting Principles to a new credit total of 23 credits.

*Jesse made a motion to approve the changes. This was seconded by Dan and passed unanimously by the committee.*

In addition Doug outlined a proposal to add the following courses to the Small Business Entrepreneur Certificate of Proficiency:

* BUS 115 Small Business Management (3 credits)
* PTCS 110 Professional Technical Computational Skills (5 credits)

Both additions would be new for Larch, but are a response to the demands of the students there. Adnan noted that it was also a response to the fact that students at Larch are not able to complete a cooperative course. Tasaday spoke to the fact that students could complete some of the program at Larch and then complete at Clark.

*Jesse made a motion to approve the addition of the above courses; this was seconded by Stuart and passed unanimously.*

Advisory Committee Structure

Nichola spoke about the potential need to separate the Committee into 2 groups to support the BASAM and 2-year certificates. One option could be to start the meeting as a whole and then divide into 2 work groups.

Jesse noted that this could be further discussed at the winter meeting, and felt that the size of the BASAM cohort needs to be bolstered to validate splitting the committee.

The meeting adjourned at 6.25pm

Prepared by Nichola Farron