****

**BUSINESS ADMINISTRATION MEETING MINUTES**

**Tuesday, November 2nd, 2021 \* 4.30pm-6.00pm**

**Zoom Online**

**Business Admin Members Present:** Kurt Aarrestad (Committee Chair), Oregon Liquor Control Commission; Scott Bailey, Washington Employment Department; Michelle Thor, Columbia Credit Union; Ken Torre (Retired); Peter Van Nortwick, Clark County Assessor’s Office

**Members Absent**: Jesse Harvey, Sherwin Williams (Vice Committee Chair); Stuart Bennett, Precision Analytical; David Dagan, KeyKing; Michael Fish, Clark County Assessor’s Office; Mark Maggiora, Americans Building Community; Sean Moore, Workforce SW; Morris Giesler, Retired; George Lackey, Clark County; Steve Leichner, Riverview Community Bank; Bethany Souriyavong, Columbia Bank;

**Guest:** Karsten

**Clark College:** Adnan Hamideh, Division Chair;Professors Patricia Atkinson, Julie Lemmond, Chris Wilkins, Mary Evens; Brenda Walstead, Dean BHS; Kathy Chennault, Foundation; Shannon Jackson, Advising; SueAnn McWatters, Program Specialist – Advisory Committees

Kurt Aarrestad called the meeting to order at 4:36pm and introductions were made.

**APPROVAL OF PREVIOUS MINUTES**

*The minutes of May 11th, 2021 were presented for approval: as quorum was not present, the minutes were sent out electronically. As of January 10th, 2022 the minutes have been approved.*

**NEXT MEETING DATE**

The Business Admin committee will meet again on **Tuesday, January 25th, 2022 at 5:00pm and Tuesday, May 10th, 2022 at 4:30pm.**

**ELECTION OF CHAIR AND VICE CHAIR**

The committee nominated Ken Torre as Chair and Michelle Thor as Vice Chair. As quorum was not present, the vote was sent out electronically. *As of January 10th, 2022 the vote was approved.*

**OFFICE OF INSTRUCTION UPDATES**

Brenda Walstead made the following announcements:

The college has hired a new Vice Present of Instruction named Paul Wickline who will start in January. Clark has also hired a new Vice President of Student Affairs named Michelle Kruse.

The campus will become a fully vaccinated campus starting in winter. Currently, faculty and staff are vaccinated but students will need to be as well or have an exemption.

**DEPARTMENT UPDATES**

*CTC Campus (East Side)*

Patricia Atkinson spoke about the Strategic Enrollment Management Plan to start increasing enrollment near the CTC campus. With the increase in COVID cases, it got put on hold for courses at the campus. There will be some online with some classes face to face for fall/winter/spring. Enrollment is currently about 75% of their 85% of the goal. The classes that the program has have a few have a lower enrollment than hoped but most are quite full. Julie Lemmond stated that for non-running start students, the program came in at where they budgeted. However, for running start students, the program is down.

The program is also working with the marketing professors to find a student who is willing to work on the project of increasing enrollment and enrollment at CTC campus. It has been recommended that students who leave near the CTC campus attend the CTC campus and the same for the main campus.

They are also interested in serving businesses and their needs.

*Scott Bailey*

He shared that the data is easy to get by zip code, specifically for each of the two centers. He shared a five-year average from 2015-2019 that gives a sense of how many people there are per age group specific to each zip code. He is also able to pull employment by zip code by year. From 2009-2019, the five east county zip codes, employment grew by 42%. The other zip codes west of I-5 also grew by about half of that amount.

The other data set that he spoke about is unemployment claims. The last week there were 6700 county residents on the two federal programs. He is also able to provide data on age, race, occupation and industry.

Peter Van Nortwick asked if we knew what high schools were down on enrollment and what ratios we had in terms of zip code and how to target those specific students. Scott replied saying that enrollments are down across the board. Brenda Walstead stated that it has a lot to do with marketing and what we can offer these students. If the college can concentrate on East Vancouver and the growth of CTC, hopefully we can grow that.

The committee continued to discuss how marketing is key and how they can better market the program and location for the program.

**BASAM**

Originally, it was set up with MATH&146: Inferential and Descriptive Statistics as a requirement. They would like to change the course from a requirement to a recommendation to enter the BASM program. Students will still complete MATH&146, however if it is a barrier to them to enter the degree, then it can be recommended course. The program is recommended that students will complete a college level math course who will have SOME statistics included.

**The committee moved to switch MATH&146: Inferential and Descriptive Statistics from a required course to a recommended course to enter the BASAM program.** *As quorum was not present, this was sent out for an electronic approval. As of January 10th, 2022, it has been approved.*

Many of our program’s students transfer to WSU’s hospitality management. They originally required students to complete MIS 250. However, it is no longer required and offers that course at a higher level. Because of this change, many of our students who transfer from Clark to WSU are missing a course. In this program, it is called MGMT 240: Introduction to Hospitality Systems. We want to add this course to our curriculum.

**The committee moved to add MGMT 240: Introduction to Hospitality Systems into the curriculum to be able to transfer to the WSU Vancouver campus.** *As quorum was not present, this was sent out for an electronic approval. As of January 10th, 2022, it has been approved.*

**KEN TORRE**

He worked with the college to look at how to fill seats to reach more students. He found CREDC. They come up with 5 initiatives for their strategic plan in industries: computer electronics, software, cleantech, life science, and metals and machinery. The goal of the Clark College is to prepare students for the workplace. We need to leverage the work of CREDC.

**INDUSTRY UPDATES**

Michelle Thor stated that they are trying to hire new employees. People are saving a lot more. There is not a lot of lending going on so it is making rates tighter and competition harder. Many people have learned to do their own banking online. There is a ton of construction.

Peter Van Nortwick spoke on getting a few classes in the right area can really help progress a career. Ken Torre agreed that it’s important to let those know the “why.” Why is it important to attend college?

Meeting adjourned at 6:04pm.

Prepared by SueAnn McWatters