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**BUSINESS ADMINISTRATION ADVISORY COMMITTEE - MEETING MINUTES**

**Tuesday, February 26th, 2019 \* 4.30pm-6.30pm**

**CTC 206**

**Members Present:** Jesse Harvey, Sherwin Williams (Committee Chair); Michelle Thor, Columbia Credit Union, (Vice Chair); Kurt Aarrestad, Oregon Liquor Control Commission; Stuart Bennett, Precision Analytical; David Dagan, KeyKing; Michael Fish, Clark County Assessor’s Office; Morris Giesler, Retired; Steve Leichner, Riverview Community Bank; Peter Van Nortwick, Clark County Assessor’s Office

**Members Absent**: Scott Knight, Knight and Day Painting; George Lackey, Clark County; Mark Maggiora, Americans Building Community; Didi Reeves, Optum United Healthcare; Nick Shanmac, Daybreak Youth Services; Bethany Souriyavong, Columbia Bank; Ken Torre (Retired); Dan Whiteley, A.L Merryman Company;

**Clark College:** Adnan Hamideh, Division Chair;Professors Patti Serrano; Instructors Julie Lemmond, Yusufu Kamara; Brenda Walstead, Dean BHS; Renee Schiffhauer, Associate Director of Advising; Cathy Sherick, Associate Director of Instructional Planning & Innovation; SueAnn McWatters, Program Specialist – Advisory Committees

Vice Committee Chair Michelle Thor called the meeting to order at 4:40pm and introductions were made.

**APPROVAL OF PREVIOUS MINUTES**

*The minutes of October, 23rd, 2018 were presented: Michelle Thor made a motion to approve as written, which was seconded by Kurt Aarrestad and was passed unanimously.*

**NEXT MEETING DATE**

The Business Admin committee will meet again on **Tuesday, May 7th, 2019 at 5:30pm.**

*This meeting was cancelled and scheduled for fall.*

**ELECTIONS OF CHAIR AND VICE CHAIR**

**Michelle Thor motioned to have Kurt Aarrestad as Chair and Jesse Harvey as Vice Chair, David Dagan seconded, and was unanimously approved**.

**OFFICE OF INSTRUCTION UPDATES**

Cathy Sherick made the following announcements:

Clark College completed NWCCU evaluation this summer and has successfully met the standards for accreditation, thank you to the Advisory Committee members who were able to participate in a luncheon with the accreditors.

Currently the College is looking at significant budgetary shortfalls, caused by a flattening of enrollment and an increase in the cost of must-fund expenses. The college will use the budgetary structure recommended by the Economic Vitality Council the Executive Cabinet will be looking this month at strategies to solve the shortfall. The College must also find a way to fund critical initiatives, such as Guided Pathways and CTCLink computer program. This has resulted in reductions beyond the amount required to cover just the must-fund expenses. It is anticipated that this work will be ramping up in March with final budget adoption in the spring.

The entire college continues work to support the guided pathways initiative, increasing student enrollment, strengthening our technology infrastructure, balance the budget and place equity at the heart of all our decision-making.

* Professional Technical Day is February 28, 2019.
* All committees need to be working on getting a student on the Advisory Committee. Students can be paid a stipend through ASCC for their participation.

Transitional studies and CTE programs will be working more closely together to ensure students move more seamlessly from one program to another. Support for that work includes the implementation of I-Best classes, where the course instructor is matched with an additional faculty trained to provide additional assistance to students.

Dr. Brenda Walstead updated the committee about the Guided Pathways event. It will now be on May 20th.

**DEPARTMENT UPDATES**

SueAnn McWatters discussed where members will fall between Business Admin and BASAM:

**Business Admin** **BASAM** **Both**

Kurt Aarrestad Michael Fish Stuart Bennett

Jesse Harvey David Dagan

Steve Leichner Morris Giesler

Peter Van Nortwick Michelle Thor

Adnan Hamideh spoke on the potential for all business degrees being offered at the CTC location. Half will be online and half will be face to face. They will run all courses regardless of how many students are enrolled. All other general education requirements will be offered as well.

Adnan Hamideh submitted a proposal for project management. It will be 50-53 credits and students would be able to finish it in a year to start working. It has been submitted to IPT where they will proceed to do a SWOT analysis. From these certificates, it will switch to an AAS if they decide to continue.

Clark is going through a decreased enrollment. There has been a 5% decrease, so there will be major decisions to get through it. Since last spring, there were 73-75 courses. It is now at 66-68 classes (down about 11%). Kurt Aarrestad spoke on the history of this happening before. Adnan Hamideh explained that it has however, something like this is hard to predict. Hopefully, with guided pathways this lesson the impact. Brenda also explained that there was a legislative change. There used to be state support but not it is only school supported. Cathy Sherick stated that this is a national problem. People in the community do not want their kids to go to post-secondary education and would rather have them work. It’s also very expensive with loans and such. There are many issues that have contributed to the enrollment decline. Jesse Harvey mentioned that it is good to see these shorter programs so that students can get out faster and get to work.

**CTC (COLUMBIA TECH CENTER)**

Jesse Harvey started the discussion about having running start at the CTC location. Cathy Sherick explained that students in running start who take general education courses also count it towards their high school credit (history, math, etc.). Students take those first. Our dilemma is how we find those courses that will fit in the business program AND also count for running start.

Kurt Aarrestad mentioned having more students coming in from the high schools and the benefits of that. Ideally, that would be the goal. However, Clark only has two recruiters. It’s hard to get out to these high schools with little promotion. Jesse Harvey spoke on a better marketing strategy to get students engaged. Kurt Aarrestad explained that students don’t even pay through running start; the school districts pay the college. It’s basically free education. Clark College is much cheaper than WSU Vancouver. Adnan Hamideh stated that high schools have to promote running start, Clark College itself cannot. We also offer articulations. Renee Schiffhauer stated that advising offers information sessions about running start, but it is up to the high schools on how they want to market it. There are other high schools that do not like their students to do running start.

Peter Van Nortwick spoke on community college being more affordable for people. The message should be going out to the community that college is affordable if you stay local. College is achievable if you do live at home and are able to work. Cathy Sherick stated that 44% of the schools in Washington do no post-secondary education.

David Dagan explained that many unions are not offering post-secondary education. Peter Van Nortwick agreed saying that there are many ads out there that promote going straight into the industry and bypassing the education piece.

CTE programs in high schools are very interested in partnering with Clark College and especially with the business program.

Another concern for some high schools students is the potential to lose out on the social piece.

**NEW COURSES**

Adnan Hamideh spoke on a couple of new courses that he wants to implement into the degree. He asked the committee for suggestions.

* Organizational Management
  + David Dagan suggested it as a 100 level course. It can be a foundation course for management as it will help with marketing and consumer behavior.
  + Morris Giesler stated that planning is important for management. He suggested is as a 200 level course
* Digital Marketing (potential 100 level course)
  + Peter Van Nortwick suggested marketing it towards those students going through the program but also to the older generations.

**Action Item:**

* + - **Ecommerce and Business Marketing descriptions of the courses – BUS&260.**
    - **Think of ways to come up with a marketing strategy for the program**
    - **The committee members will research and give input on these courses.**
    - **SueAnn McWatters will send these documents out to the committee** *(Sent out on 4.5.19)*

Meeting adjourned at 6:15pm.

Prepared by SueAnn McWatters