

Columbia College Advisory Committee – Business Administration

Meeting Minutes

October 7, 2016

Present General Session: CTE Faculty, Invited Guest, Arts & Sciences Dean Joe Ryan
Present Breakout Session: Randy Barton, Ida Ponder, Aaron Roy, Carla Salyers, Rob Hawks, Kathy Horak
Next meeting: TBD

General Session

1. Announcements

Career Technical Advisory Committee meeting began at 7:00 pm with a light breakfast that had breakout sessions to follow. During the breakfast, Arts and Sciences Dean Joe Ryan commented on the role of the Advisory Committee and the importance they have in keeping CTE in sync with the community and businesses.

Breakout Session (Business Administration Advisory Committee)

2. Discussion (7:30)

Discussion began as the committee started reviewing the prior minutes along with other handouts for the meeting. Ida eluded to the Entrepreneurship Program and its success and standing within the state. A couple of comments were made as to how the success was being leveraged for further recognition and growth of the program. No specifics were addressed.

In review of the minutes, the committee asked what action was taken with the Small Business Management COA. The recommendation was to discontinue this certificate. Ida said she was not in favor of discontinuance and nothing has changed at this time because it was too early for students to have finished the program and know of its success. It takes some time for students to complete other courses along with the certificate requirements and that has not happened yet, so the certificate will be kept. Also in response to the question of how many are working through the program, it was said that the courses themselves were very successful and always make enrollment. The concern over the value of the achievement to employers for these students remained.

Ida also went over the Customer Service Academy courses and what they provided for students and liked the idea of them being “cherry picked” or “tailored” for an offering to businesses. Black Oak Casino and Walmart were examples of customers and how this happened for them. The committee again thought this would be the strength of those courses listed in the ½ unit series. They also felt businesses would like these as an ongoing training resource.

Randy continued with the handouts and went over a depiction of the changes made in the program. The Emphasis in Business Administration A.S. degree listed under Post-Secondary degree was said to be approved for discontinuance though it still appeared in the catalog. The committee really liked the removal of some of the duplication in offerings. The fact that it would be simpler to understand and gather in one place in the catalog would be helpful to students. It was not certain what might be further done right now. The changes already made have not fully filtered through the system to be reflected in the current

catalog. One new degree presented in its earliest of stages was the AS-T for Economics. The degree contains business courses and was thought to be a good degree to develop even for business students choosing that path. The degree will continue being developed to get it in the approval processes. Ida explained the process as quite lengthy with many steps involved and so it would be some time before it appears in the catalog.

In discussion of BUSAD 151 Finance and Investments, it was strongly suggested by the committee that it would be more valuable to have a course related to more personal finance rather than the more advanced business finance. Personal finance is a needed skill and it was suggested that it would reach a wider audience. The current BUSAD 151 was not attracting enough students to maintain minimum enrollment. A proposal for the new course would need to be drafted.

A sampling of SLO's for the business program were also presented to the committee along with their purpose and upcoming tracking in eLumen. The samples were thought to be clear and fit the courses. It was brought up that the prior versions were looked at in the Adjunct meeting and these are much improved over the more confusing SLOs that existed.

The time did not allow for a follow up discussion in an open forum, but committee members were encouraged to communicate their concerns if any to Ida or Randy and liked the changes made thus far.

The committee adjourned without an established date for the next meeting. Notifications will be sent out when known.