MINUTES

ACC/MM/BUS Advisory Committee Meeting Minutes

Date | time 4/6/2018 8:00 AM | Meeting called to order by Tammy Tiggelaar at 8:20 AM Room A-1228

# In Attendance

*Members Present:*

Dave Conlin— First National Bank/ Adjunct MSB

Scott Schumacher—Teacher, DeKalb HS

*KC Members Present:*

Tammy Tiggelaar— Business/Marketing Management Faculty, KC

Everett Westmeyer—Accounting/ Economics Faculty, KC

Chase Budziak—Dean of Math, Science, and Business Division, KC

Joanne Kantner— Vice President of Instruction, KC

Bill Nicklas— Executive Director of Foundation, KC

Sarah Brown— H/E Student Worker, Recorder, KC

# Welcome and Introductions

Tammy and Chase thank everyone for their attendance as well as insight. Chase reiterates the importance on talking to local business leaders, and thanks Dave and Scott especially for their presence. The advisory committees serve as advocates for the communities- and the goal of this meeting is to get feedback in order to help our students.

# Review of notes from Fall 2017 meeting

Tammy asks committee to review minutes from Fall 2017 meeting; no corrections recommended from committee.

# SP18 Enrollment/ Spring 10th Day Report — Tammy Tiggelaar & Everett Westmeyer

*Spring Enrollment:*

Tammy Reports that enrollment in Business is down 7% and Marketing Management is down 10%. She states, however, this is mirroring the overall college enrollment so it is not unexpected. Everett reports that Accounting is also down 10%. Joanne also adds in the college is down 9.4% for credit hours. Chase reports that in Marketing Management, they are down 6 students (17 Credit Hours).

 Scott questions whether or not this could be due to age, and if there has been any trends between students ages 18-29. He shows concern toward the drop of older aged student enrollment. Joanne explains that we have been pretty consistent with the age group; but that the college is currently tending to see more traditional aged students than in the past. She states this could be because many older people aren’t going to school because they are going straight into the workforce.

Dave feels that we need to figure out how to develop and enhance our workforce. He states that the College of Business at NIU has a good amount of internships, but other colleges not so much. Joanne says something that has been discussed this year is the possibility of a work experience grant, where they would reimburse the employer up to half of the amount of wages for the student’s internship.

*Spring 10th Day Report:*

Joanne discusses applications coming in to the college for Fall 2018, 14 have indicated being in Marketing Management A.A.S. or Retail, 6 students that have applied for the program are out of district.

Briefly, Chase discusses the new EGR 101 course. It is only 1 credit hour course, but it introduces students to the basics of the Engineering field. This is why there has been a large increase in enrollment for Engineering, it has also allowed us to identify where students are at in regards to their curriculum and which direction of Engineering they would like to go towards. Chase says this is very beneficial in that we can see where students are deficient, and then change the curriculum of other courses to best suit the students’ academic needs for completion of this degree. Bill also states that this year they have grants for some high school students who cannot afford to do the EMSA program.

# Discussion on Workplace Trends

Tammy asks what the college can do to help better prepare the students for their transition into the workforce. Scott begins by saying he would like to see more dual credit options for DeKalb High School, and that there are only 65 students in his accounting class.

Everett believes that we should be encouraging students to take an Excel class, because so many are unfamiliar with the software. Dave agrees, he explains that he and others use Excel almost every single day. He expects his students to be strong with Excel because it is such a powerful tool to use. Scott brings up the possibility of a certification for Excel. Joanne says that we should encourage all Business students to take an excel class. Chase asks Dave if he has anything to recommend as to what students need in Marketing Management. He responds with the implementation of a Microsoft Word/Excel certificate in the program. If possible, maybe embed some excel projects in certain Math courses.

Everyone discusses Community Colleges and 4 year Universities. Dave brings up the possibility of having a graduate student of NIU come talk with the students about her own personal experiences. Scott says that it would be nice to have her talk with the juniors, as they are the ones starting to look at colleges. Joanne brings up that it is also a good idea to talk with 2nd semester seniors in high school, because there are many students who are undecided and totally unsure of the college process, including certifications. Dave says that it is important to give information directly to the parents, and not just to the students. Joanne says they are trying to redesign materials and information for online access; this will give many parents easier access to school information.

# NIU: Proposed Curriculum Changes

There is a possibility of eliminating Psych 102 as a requirement for the Business students. They are looking to free up 3 hours where the students can take a more productive course for their degree program, possibly business calculus.

NIU is now open to accepting the Introduction to Principles of Marketing class as a transfer course. Previously, it only transferred over as an elective. It still needs to be approved. Chase states that it’s also a positive as a possible dual credit opportunity.

# Internship Opportunities/ Business Club Update

*Internship Opportunities:*

Tammy states that they are always looking for internship opportunities they can put their students into, and if anyone has ideas, talk with her.

*Business Club Update:*

They will be taking the annual field trip to Chicago towards the end of the month to the Merchandise Mart, then to the Federal Reserve, and Bill will come to give special presentation to students.

# Other

Chase announces that Office Systems and Computer Information Systems will be moving from the Career Technologies Division to the Math, Science, and Business Division.

ACTION ITEM: Plan on visiting the DeKalb Juniors in the Fall.

Dave would like to see more Business leader representatives on the advisory committee. Some possible places to look into are Hyvee, 3M, Target, and Suter.

# Next Meeting

TBD

Meeting Adjourned at 9:50 AM