**MINUTES**

ACC/MM/BUS Advisory Committee Meeting Minutes

*Date | time* 10/24/2018 12:30 PM | *Meeting called to order by* Tammy Tiggelaar at 12:30 PM Room A-1228

In Attendance

*Members Present:*

Dave Conlin— First National Bank/ Adjunct MSB

Scott Schumacher—Teacher, DeKalb HS

Lori Marcellus – Director of Undergraduate Studies, NIU College of Business

Gregory Carmeda – Off Manager Owner, Oregon Assoc. H&R Block

Michael Nenni – President, Nenni & Associates

Dr. Dave Niekamp – Spherical Consulting

Christine Johnson – Teacher, Sycamore HS

*KC Members Present:*

Tammy Tiggelaar— Business/Marketing Management Faculty, KC

Everett Westmeyer—Accounting/ Economics Faculty, KC

Chase Budziak—Dean of Liberal Arts, Science & Business Division, KC

Bernie Pupino – Coordinator Career Tech, KC

LaCretia Konan – Director of Business and transfers, KC

Justina Peck – H/E Student Worker, Recorder, KC

Welcome and Introductions

Tammy and Chase thanked everyone for their attendance as well as their insight. Three new members were welcomed to the Advisory Committee: Christine Johnson, Michael Nenni and Dr. Dave Niekamp. Chase states everyone present at this meeting plays an important role in impacting the community while also impacting the students and the economic drive in our community. Chase goes on to highlight some main points: business and marketing management enrollment has gone up significantly and the office systems have moved out of the career technology division and into the Math, Science, and Business division.

Review Notes from Spring 2018 Meeting

Tammy asks the committee to review minutes from the Spring 2018 meeting; Lori Marcellus states that there are no prerequisite curriculum changes for NIU College of Business, “There is no changes in the lower level business levels at NIU”. The committee discusses the importance of Psychology and other general education classes.

Fall 2018 Enrollment ACC/BUS/MM: Tammy Tiggelaar and Everett Westmeyer

*Kishwaukee College Fall 2018 Tenth Day* and *FA18 Credits by Division and Department*. The tenth day report showed credit hour enrollment at the college is down 5.8%. The increase in enrollment by younger students is most likely due to the dual credit opportunity. BUS is up 27% this year. Marketing Management is up 109% while Accounting is down 29%. The question was asked why the BUS classes were up and if there was anything the others could do to help influence and get their numbers up also. Tammy stated that it could be due to having a full-time Office Systems teacher, or possibly the new recently added Agri-Business Degree, and maybe even more students decided to get a two year Marketing Management degree and then they would be ready to go out and in the work field. Advising has been helping by recommending classes. NIU is also starting to accept marketing classes from community college. Problem: High schools are not getting the information to the students. Solution: Give information to the superintendent and see if that will help get the ball rolling.

This discussion lead to the topic of how to get more students to enroll at Kishwaukee College that lead to the committee talking about students not being ready to enroll in Universities right out of high school and some of the students come back to Kish after they try a University first. Everett said “This is because every year people come here due to their four year record not working out well and they couldn’t complete due to failure and end up coming back to Kish.” He proceeded to talk about the Mary T. Washington Internship program. Lori talked about how she has had to dismiss students and she would tell the parents that this is a good thing. Michael Nenni asks what the vision is for Kish. He said that is the problem with different colleges.is they have lost their vision and purpose. There needs to be a relationship made in order to get these new applications. The committee talked about different ways to build a relationship with students. Tammy said that she is willing to go and talk to students in a class but even then it is a very small percent of students being reached. Michael asked what the completion percentages are at Kish. Chase said the Kishwaukee Program completion rates are 29% and the national community college bench mark is at 26%. The transfer national average rates are 14% and at Kish it is 24%. Lori suggests working with the High School Counselors due to the counselors not only advising but also having other priorities. She suggested that maybe having an event with the counselors would help the High School counselors come onto the same level as the college and would encourage the counselors to promote a two year college. The other piece is getting to the parents. Kish is having an open house for parents and students, high school counselors could be invited too. Tammy suggests she and Everett attend parent-teacher conferences at the high schools to develop relationships with counselor and or parents. Lori suggests having a group of students do a project for recruiting.

 **Summarized action plan**: building relationships with counselors, KC Student Service Recruiters should meet with High School Counselors to build relationships with them. An immediate opportunity is to attend DeKalb High School parent-teacher conferences. There are afternoon/evening one day and morning conferences the next day. This is an opportune time to meet with counselors to share information about KC. Sycamore parent-teach conferences are scheduled the week of Thanksgiving. Send Kish students into High School classes to talk and recruit, and focus on a value proposition: convenience, two years and then out in the work force.

NIU: PWC Challenge Case Competition

Everett informed the committee about this year’s PWC Case Competition at NIU. Last year’s team finished 2nd out of 10 teams. This year’s team has the benefit of two returning veterans. This year’s case is about a multi-media company that has just purchased a theme park business. That theme park business has an underperforming unit that needs to be addressed (i.e., discontinued or integrated into the combined businesses.

Internship Opportunities

LaCretia asks the committee if anyone has an internship opportunities for students. She explained that as part of a grant program Kish can reimburse 50% of a student’s wages up to 11 dollars an hour for up to 200 hours. Michael Nenni shared that he had a student intern through this internship program that turned into a permanent position at Nenni & Associates. He also pleased with his other intern that is completing her degree at Northern.

Business Club Update

Business Club is alive and well. We have returning veterans as officers. They will be on hand for the college’s annual foundation dinner. Unfortunately, we will lose most of our officers to December graduation and will have to start fresh in January 2019.

Kishwaukee Collee Advisory Committee questions for 2018-2019

1. What Credentials is your organization looking for?

“Core financial functions require degrees appropriate for function. It depends on the position MM HS diploma or equal to for all.”−Dave C

“Tax knowledge, prior tax prep experience. No degree necessary.” –Carmeda

“N/A, 2 year or on track for 2 year completion” – David N

“As long as they are mature and fit culturally. I would hire two year degree.” −Michael

1. Do you require a unique certification or program accreditation for employment?

“Certain functions – insurance, financial advisors, mortgage lenders”− Dave C

“No, able to apply for and receive a PTIN from IRS. The more accreditations one has the more consideration is given but don’t require.” –Carmeda

“N/A, character, teachable, commitment, stability, communication both oral and written.” David N

1. What skills are your new entry-level graduates lacking?

“Business writing” –Dave C

“People and grammar skills. Ability to read full relevance, ability to think and problem solve. Lacking character and the ability to follow directions.” –Carmeda

“Teachable, curiosity, and typing” –David N

1. Are there internship or apprenticeship (registered or informal trainee) opportunities at your organization? If yes can we call you to discuss further?

“Yes, only one per year –prefer college Junior and accounting/finance”− Dave C

“There is possibility” –Carmeda

“Yes and yes” –David N

1. What incentives do you have for employees to participate in skills advancement or training?

“Incentives for production, support continued education including tuition reimbursements, conferences, etc.” – Dave C

“Above the IRS required 18hrs. We offer a wealth of specific topic Celes.” –Carmeda

“On boarding program, direct contact and decision makers, familial culture.” –David N

1. What are the current or projected employment needs of your organization over the next 2-3 years?

“Do not have this #. Expect to continue to need replacements and growth.” –Dave C

“6-10 new tax pros. 4-10 CSP receptionists with people and grammar skills. 3 FT/PT accounting/ book keepers. Several clients often need internal book keepers.” –Carmeda

Next Meeting

TBD

Meeting Adjourned at 2:20 PM