

Minutes
Kalamazoo Valley Community College
Accounting, Business, and Office Occupations
ADVISORY BOARD MEETING

March 2, 2023
Room 1350, Texas Township Campus (Zoom link available)
6:00 p.m.

Present: Cheryl Abbe, Jen Beaumont, Barbara Blankenship, Monica Koning, Richard Kraas, Charles Lachman, Alison Nord, Valerie Owens, Molly Riley, Kimberly Rohr, Amy Shreve, Bethann Talsma, Joe Wagner, Steve Walman

Welcome and Introductions

The meeting was called to order at 6:54 p.m. Attendee introductions followed.

Approval of Minutes

The motion to approve the previous Office Occupations minutes as presented was made and passed.

Program Updates

Steve Walman reported that the new ACC 104 Accounting for Entrepreneurs class will be starting in the fall. This course will be beneficial to students interested in starting a new business. Discussion ensued regarding continuing to look for local partners and working on meeting students' needs regarding online courses.

Additional discussion ensued regarding CPA firms looking for students for internships and an increase in firms looking to work with community colleges for occupation placement. Possible events were discussed to allow firms to meet with potential and current accounting/business students.

Cheryl Abbe shared that students need more tutoring options for help in introductory accounting courses. Valerie Owens added that BUS 102 and BUS 103 would also benefit from tutors. A discussion followed regarding recruiting tutors, including internships and work-study.

The group discussed marketing techniques to garner interest in the business programs, including events and working with marketing, possibly creating videos about the programs and testimony from current/past students.

Bethann reported the Office Occupations Advisory Committee supports the investigation and development of several programs of study: event planning, paralegal, and virtual assistant.

New Business and/or Projects

Bethann Talsma asked for input regarding a social media specialist class or program. It was agreed that social media skills are relevant to employers and this will continue to be pursued.

Promotion for the new ACC 104 Accounting for Entrepreneurs class was also discussed.

Joe Wagner reported a meeting is scheduled with Western Michigan University's Haworth School of Business faculty to learn about updates and review alignment of BUS 1750, their BUS 101 equivalent course.

Updates from Around the College

Amy Shreve shared that there are new advisors starting in Student Development Services that may help with the business pathway. She also suggested that it might be beneficial to have second 12-week BUS 101 courses offered.

Molly Riley shared that the financial aid office and the pay station will be combined into Student Financial Services, which will be a one stop service for students' financial needs.

Next Meeting Date, Time, and Location

TBD

Adjournment

The meeting adjourned at 7:51 p.m.

Respectfully submitted,

Dillon Leftwich
Recorder