

Kalamazoo Valley Community College

Office Occupations

ADVISORY COMMITTEE MEETING

Minutes

October 10, 2019

Room 7334 | Texas Township Campus

11:30 a.m. – 1:00 p.m.

WELCOME AND INTRODUCTIONS

Bethann Talsma called the meeting to order at 11:39 a.m., introduced herself, and welcomed everyone. Attendee introductions followed.

Present: Bethann Talsma, Deb Coates, Kelly McConnell, Monica Koning

Absent: Lisa Bartell, Laura Combs, Stacy Droski, Mary McConnell, Carrie Powell, Amy Shreve, Kathy Spackman, LaSonda Wells, Krista Winegarden

Recorder: Meredith Vanderhill

APPROVAL OF MINUTES

Bethann invited everyone to begin eating and opened the floor for discussion of the April 5 meeting minutes. Deb Coates corrected her title from Director to Dean of Early Middle College. Motion to approve the minutes was tabled due to the lack of a voting quorum.

OLD BUSINESS

Bethann asked for information and input about the new course, Social Media and Internet Marketing Skills, mentioned in the April 5 minutes. The general consensus is to look into offering this course, possibly replacing the business calculator class. Another option is to include this in other courses currently offered. A question to research is whether it would be part of the office occupation program or business and/or marketing programs.

Kelly McConnell mentioned the skill sets Amerifirst would look for in social media hires – rule followers (compliance), high communicators and possibly a marketing degree. Kelly will send Bethann a sample recruiting job posting.

Monica Koning stated businesses are looking for social media hires but they do not know what to look for yet because it is so new. Offering a course may help.

NEW BUSINESS

Student Club. Bethann reported beginning discussions with students about an office occupations club and asked for input from committee members about activities and partner contributions. Monica Koning shared that the Business Club for All is looking to hold a few big events (LinkedIn, professional pictures, panels, etc.).

Bethann asked about Business Professionals of America, Skills U.S.A. which hold contests (marketing, interviewing, speech, computer skills, etc.) and schools offer scholarship if they win. Deb Coates reported a student was sent last year to BPA and placed second in personal finance.

Kelly reported events similar to Western's recruiting days (employers pay to talk to the students) could help with student club funds. Business are charged \$300-400 to sponsor the dinner. Bethann also noted fundraising would need to be discussed with the KVCC Foundation.

Degree/Certificate updates. Bethann reported that all courses and programs will be reviewed for content and need. In addition, she is compiling program and course objectives to share with the committee for input. Part of the discussion will be about the value of keeping legal, medical and administrative assisting degrees parceled and degrees vs. certificates. Monica noted that certificate programs are not eligible for internships.

Course change: BUS 260 Editing Business Documents prerequisites. Bethann explained that ENG 110 or 160 are the only prerequisites for BUS 260. However, some certificates do not require either course, creating a hidden prerequisite. However, all office degrees and certificates requiring BUS 260 also require BUS 160 Business Writing Skills. Motion to change the BUS 260 prerequisite to BUS 160 was tabled due to lack of a quorum.

MEMBERSHIP

Bethann will be meeting with members that were not able to attend today for introductions and preferred meeting days/times.

New member suggestions: Siena University representative, Law firm representative and Medical field representative.

NEXT MEETING

Bethann inquired if members are interested in meeting electronically, via Zoom. Deb Coates is researching if committee requirements allow for electronic meetings and/or email votes. The consensus was in-person meetings are preferred. Bethann will send a Doodle request to set the next meeting date on a Friday next year.

Due to low attendance and Perkins requirements, Bethann will be sending out a postal meeting that will include a survey with the following questions:

- a. Satisfaction with students
- b. Satisfaction with graduates
- c. Do you see any employment gaps
- d. Additional programs or courses we should offer?

Minutes, Office Occupations Advisory Committee
October 10, 2019

ADJOURNMENT

The meeting adjourned at 12:41 p.m.

Respectfully submitted,

Meredith Vanderhill
Office Manager – ACC