

Kalamazoo Valley Community College

Office Occupations

ADVISORY COMMITTEE MEETING

Minutes

May 5, 2020

Via Zoom

3:30 – 4:30 p.m.

WELCOME AND INTRODUCTIONS

Bethann Talsma explained the meeting would be recorded for the purposes of taking minutes, called the meeting to order at 3:33 p.m., introduced herself, and welcomed everyone. Attendee introductions followed.

Members Present: Laura Combs, Monica Koning, Tracy Labadie, Mary McConnell, Christine Packard, Carrie Powell, Nicole Reed, Amy Shreve, Kathy Spackman, Bethann Talsma, Steve Walman, LaSonda Wells

Guests Present: Barb Blankenship, Jamie Iedema, Tina Nadrasik

APPROVAL OF MINUTES

Bethann Talsma opened the floor for discussion of the October 19 meeting minutes and meeting-by-mail addendum. The meeting-by-mail addendum requested voting on two motions:

1. *Motion: Approve the April 5, 2019, minutes as presented with the correction of Dr. Coates' title from Director to Dean of Early Middle College.*
2. *Motion: Change the BUS 260 required prerequisite to successful completion of BUS 160.*

The BUS 260 motion was tabled for further internal discussion. A new motion will be presented when the internal discussion is complete.

Motion to approve both the April 5, 2019, minutes as corrected and October 19, 2019, minutes as presented was made by Jamie Iedema; seconded by LaSonda Wells. Motion carried: VVND.

COMMUNITY PARTNERS INPUT

Bethann Talsma explained the current Administrative Assistant degree and certificates offered at KVCC and requested input on the following questions:

1. Are KVCC occupational program offerings aligned with our region's industry demands?
2. Do KVCC's occupational enrollments match projected job openings in our region? Where are the gaps?
3. What are the long-term projections for new and emerging occupations in our region to which student should be exposed?

4. Are there skill needs, identified by industry partners, lacking in our occupational programs?
 - a. MOS certifications
 - b. Typing speeds (current top is 65+)
5. Are we offering programs with too low an enrollment to meet program capacity and workforce needs?

Input from community partners and guests included

- Administrative assistants are working remotely during the pandemic and possibly into the future.
- Demand is high in small- and medium-sized businesses although manufacturing businesses seem to be using more electronic means to replace these positions.
- Applicants with job hopping on the resume may or may not be a concern to employers depending on the position. For entry-level positions companies intend to train new hires but will want more seasoned candidates for higher level positions.
- Skills applicants should have:
 - Soft skills/Human skills remain #1. Online teaching suggestions:
 - Assess live chat environment (body language, hand movement, etc.) and how interactive students are during meetings.
 - Look at blended synchronous strategy rather than fully online.
 - Require video be turned on during meetings.
 - Microsoft Office skills also in high demand. Laura Combs reported applicants for Robert Half are tested on Word, Excel, and typing.
 - Typing speeds minimum range from 50-55 wpm according to both Laura Combs and Mary McConnell.
 - Social media skills continue to be needed: abilities, managing online profiles, HRIS compliance (e-docs, new hires, filings, etc.), and etiquette.

OLD BUSINESS

Internet marketing and social media course. Bethann Talsma reported the Business Department has determined none of the current courses teach Internet marketing and social media skills. The next step is to determine if it will be its own course or can be combined with BUS 240 Internet Marketing Concepts.

NEW BUSINESS

1. **Program outcomes and course objectives.** Bethann Talsma invited participation in developing degree program outcomes and reviewing course objectives for alignment with the new outcomes.
2. **Course delivery methods.** Bethann Talsma reported all courses required in the administrative assistance degree program are in the process of being moved to online or blended delivery.

NEXT MEETING DATE

After discussion, it was agreed the next meeting date will be on Friday, October 16, 2020, at 11:30 a.m. – 1:00 p.m. Location will depend on the status of the pandemic and protocols in place.

ADJOURNMENT

There being no further business, a motion was made by Nicole Reed and seconded by Jamie ledema to adjourn the meeting at 4:36 p.m. Motion carried: VVND

Respectfully submitted,



Bethann Talsma,
Committee Chair