

## **Minutes**

### **Kalamazoo Valley Community College Accounting, Business, and Office Occupations JOINT ADVISORY COMMITTEE MEETING**

March 4, 2022

Room 4240, Texas Township Campus (Zoom link available)

7:30 – 9:00 a.m.

#### **ATTENDANCE**

**Accounting** – Marion Melville, Alison Nord, Kim Rohr, Steve Walman

**Business** – Tim Bartholomew, Rick Kraas, Valerie Owens, Joe Wagner

**Office Occupations** – Bethann Talsma, Peggy Denman

**KVCC Administration** – Deb Coates, Mark Dunneback, Mary McConnell, Monica Koning, Nicole Reed, Amy Shreve, LaSonda Wells, Apryl Scheffler-Martin

**Students** – Paula Sjaarda

**Guests** – Cindy Goss (KRESA)

Recorder – Julia Fedeson

#### **Welcome and introductions**

Steve Walman called the meeting to order at 8:31 a.m., introduced himself, and welcomed everyone. Attendee introductions followed.

#### **Approval of minutes**

Steve Walman opened the floor for discussion of the previous meeting minutes for each committee. Motion to approve the previous minutes as presented was made by Nicole Reed; seconded by Mary McConnell. Motion passed.

#### **Program updates**

Steve Walman reported enrollment stats for both accounting and business programs. Bethann Talsma reported on the office occupations programs.

#### **Perkins Core Performance Indicator** - review of program level performance

Steve Walman opened the floor for discussion of Perkins funding. It is state and federally funded. Funding can go to supporting equipment, faculty development, and non-traditional students in different occupations.

#### **Comprehensive Needs Assessment Input**

- a. Satisfaction with student placements
- b. Satisfaction with skill level of graduates
- c. Are there gaps in skills that our students present?
- d. Are there gaps in the program?
- e. Suggestions for improving student and graduate's success.

Steve Walman opened the floor for discussion.

Monica Koning clarified the mid and final semester evaluation procedure for internships. Joe Wagner and Alison Noord requested sharing metrics to be able to better promote internship opportunities.

Mary McConnell shared information about the current petition to graduate surveys, and LaSonda Wells recommended implementing language “to graduate, you have to fill out...” to get better responses. Joe Wagner suggested we see what other community colleges are doing to gather the data rather than reinventing the wheel.

Bethann Talsma led discussion on the importance of credentials needing to be recognized in the industry. Alison Noord suggested credentialing in Excel and Quickbooks for accounting students.

### **Old business**

- a. Business: Nothing new to report for the entrepreneurial program.
- b. Business/Accounting: Steve Walman reported the new accounting course for business administration and marketing “going to work” degrees was created but has not been offered yet (ACC 104).
- c. Office Occupations: Bethann Talsma and Rick Kraas led discussion on teaching internet marketing and social media skills. Rick Kraas asked for direction on BUS 240 and BUS 241 which already include Internet marketing content and expressed concern about enrollment if three classes are offered. Tim Bartholomew suggested digital marketing campaigns be included. Steve Walman stated the department will continue to work on this.

### **New business**

New and emerging trends in the industry: Alison Noord reported data analytics as new trend (e.g. updates to CPA exam); Rick Kraas identified SAS Analytics Software is already introduced through BUS 231.

### **Updates from around the college**

Nicole Reed shared that online business courses have been a hit, and students want to know if online classes will continue. Students in the online program of study are competing with everyone else for seats in courses. Joe Wagner asked if any metrics could be provided on student enthusiasm for online courses. Discussion centered on if/how to hold a section or number of seats for students in the online program.

### **Next meeting date, time and location**

Steve Walman reported the college-wide meetings will be on Thursday, November 3, 5:30 p.m., or Friday, November 4, 7:30 a.m., and suggested alternating to Thursday evening to improve attendance. Attendees expressed support while noting the potential conflict with administration participants attending multiple meetings. Notices will go out in advance.

**Adjournment**

A motion was made by LaSonda Wells, seconded by Nicole Reed, to adjourn the meeting at 9:24 a.m. Motion passed.

Respectfully submitted,

Julia Fedeson