

Minutes for Accounting Careers Advisory Committee Meeting

October 25, 2019, 8:00 – 9:30 a.m.

F125, HTC, Brooklyn Park Campus

Advisory Committee: Randy Hanson, Maimouna Cissoko (student graduating in spring 20), Brett Lampe, Ryan Evers, (absent: Kris Larson)

HTC Personnel: Craig Anderson, Chris Reineke, Erin Mrkonich, Mark Johnson, Lexa Kandola

1. Craig started meeting.
2. Bryan Johnson retired.
3. Randy Hanson new chairperson (temporary because Kris is absent)
4. (Chairperson) Ryan Hanson called meeting to order. Lexa Kandola will record minutes
5. Review Spring minutes. Erin did not review the credit levels, Craig did. Ryan asked for a motion, Erin motions to approve minutes, Craig seconds, all agreed.
6. Discussion of online offerings. Maimouna liked taking extra practice tests online. She bought the book, but did not have to. Cengage should have a code that you enter to get the book. Had to get book due to financial aid, online version now covered by financial aid. Complete cost is now \$7.99 which includes shipping.
7. Ryan asked about the practice tests: Are they learning, or learning how to pass a test? Chris said they do learn. Ryan said when he was taking practice tests, would take them over to get better. Craig point out that you're also learning accounting terminology. The current state of accounting is that they learn on the same software.
8. Update from new Dean, Mark Johnson. Was Dean of business and Technology at San Jac, TX. Craig asked how the college was doing. Mark said the BUSN department is up in enrollment, overall enrollment is down. BUSN is up partly because of high school partnerships. Ryan asked if that was PSEO, Mark explained concurrent enrollment. High schools lose funding when students come to our campus to take courses, but not when they stay at high school for concurrent enrollment. Also, since high schools students are not the majority of our demographic, matriculation is not high. Online classes help enrollment as well. BUSN, ACCT, CDEV, etc., moving to all online because that's what students want. High school partnerships and increased online offerings add biggest boost to enrollment.
9. Craig will update on the program. No planned changes for AASC. The current Awards (Cert, Diploma, AAS, AS).
ACCT is down (not including high school partnerships), better in FY18, lower in FY19. Erin pointed out that as students matriculate from AAS to AS degree, we lose accounting credits. The Transfer pathways dictate that the majority of account courses are taken at the 4-year level.
10. Ryan asked if a potential HTC student would not choose us because of transfer pathway requirements, 4-year schools will only accept AS credits, not AAS credits. Craig added that there was a time when they would accept everything, but recruiters eventually wanted credits at the 4-year college.
11. Chris said that if you got an AAS in Accounting, you couldn't get a BS in Accounting.

12. Ryan said the agreement (articulation?) that the university had to approve it. Erin agreed that employerscollege wants to ...
13. Anoka Tech closed down their AAS ACCT degree. AAS in ACCT is in need, Brett said they're looking for more experienced employee hires. They didn't have the appropriate structure to train new hires out of a 2-year degree.
14. Ryan E: API and EDI skills needed to be able to work with large data sets, 2-year and 4-year graduates need equal amounts of "hand-holding".
15. Brett said they've had success with our grads, but maybe not conflict resolution or other soft skills (from both 2-year and 4-year). Two-year grads a little less mature.
16. Erin said we should have our career counselor work with other skills, not just job searching, interviews, etc.
17. Chris said even high schools now offer classes online (such as gym!). In Chaska, ISD112, they work with students' levels of needs, which means offering online classes for some subjects.
18. Ryan H: it sounds like a "societal staredown", where high schools offer one thing and employers need another.
19. Ryan E: so much is missing with students (such as creating complete sentences, not email based); Communication, common sense, self-awareness.
20. Ryan H: API is application program interface where a sales platform needs to link with an inventory program for instance. Requires a dedicated server, includes mapping of data, shipping, invoicing, etc.
21. Craig (part C): QuickBooks online is a big class for us, MS Dynamics, and Sage (formerly PeachTree). Ryan H said QuickBooks is the biggest, Brett said they use bill.com, Xero, Sage intac 9not sure same as Sage 50); he will find out what other programs are currently used.
22. Ryan H said Salesforce is big, but Ryan E said that's more of a CRM, would be a good class for us to offer. PeachTree died, and they rebranded themselves as Sage 50, QuickBooks still more popular. SAP and Oracle are more dominant for larger companies. Ryan H said because so many companies are using it, it's harder to change. Ryan E said SAP is expensive to implement. At UGM, Ryan H said his wife uses SAP.
23. Erin wondered if we should offer Advanced Excel. Ryan H and Ryan E agreed. Chris said Data Analytics, Brett said financial modeling. Erin said we offer Intro to Excel, asked for oomi's opinion. Erin continued that we don't teach pivot tables, advanced macros, etc.
24. Craig said we have Advanced Excel classes, but they're not on the books???
25. Ryan E wondered if our advisors steered students towards specific classes and suggested that Advanced Excel would be a huge advantage.
26. Erin thinks we could go further, could Data Analytics be geared towards accounting?

27. Ryan E said from the employer's perspective, the person with the stronger Excel background would be hired.
28. Ryan H said it's great to hear from a recruiter's perspective.
29. Erin: Other than shift from 2-year to 4-year candidate desired levels, what are other trends?
30. Ryan E said wages have started to increase within last 12 months, salary offerings increase quality of candidates for hire.
31. CLA is a really conservative organization, starting to create career paths to accept people from 2-year programs as jobs aren't getting filled.
32. Craig said he wondered about now the trend is to hire from other program (e.g., BUSN or HR background as opposed to ACCT). Brett said more still ACCT majors.
33. Item 8: How can we (industry) help instructors?
34. Erin: you have already: we need to offer students more Soft skills, writing skills, more Excel.
35. Craig asked Maimouna her opinion: she said online classes are more in demand, but would have liked more face-to-face to get feedback.
36. Brett asked if we still offered office hours (yes), but Maimouna still thinks more interaction, as well as group interaction with projects (which is a soft skill in itself). Ryan E wondered if there was an optional choice...Chris used to do that with Principles of Accounting I (Prin I) class, record classes, students can take initiative to be present in class. Ryan E said it enables them...
37. Mark said some instructors (ARCH) might record classes so they can be watched later, Mostly Online. Chris did that: class time was not required, but posted videos on D2L. Student participation dwindled as they realized that they could watch pre-recorded lessons online.
38. D2L is used for discussions, open chats, etc. Still students want to meet face-to-face, could offer speaker engagements, etc.
39. CLA works with an HTC grad from Ethiopia, she said Accounting was good, but appreciated in-person classes most to learn culture, language skills, mannerisms, how to communicate. Chris said we offer a good mix to prepare foreign students for workforce.
40. Ryan Hanson requests Adjournment at 9:12am.