

## **Business Advisory Committee Meeting**

Wednesday, October 30, 2019

Committee Members Present: Jeff Hoffman (Chair, Marvin Windows and alumni), Lauren Sherry, (Robert Half Accountemps) replacing Jake who moved to a new role, Jim Eisenreich (taught at EP HS)

HTC employees present: Mark Johnson (Dean), Joan Kieren (Instructor), Jeff Peterson (Instructor), Cara Garrett (Program Coordinator), Lexa Kandola (Admin Asst), Todd Carlson (Enrollment Advisor), Anna Poteryakhin (advisor)

- 1. Jeff Hoffman, Chairperson, called meeting to order.**
- 2. Introductions**
- 3. Approval of Minutes**
  - a. One major decision about suspending Meeting and Event Planning program, will discuss later.
  - b. Jeff motioned, Jim 2<sup>nd</sup> approval of minutes.**
- 4. Additional items to add to Agenda**
- 5. Dean Update from Mark Johnson**
  - a. BUSN enrollment is up, partly due to Concurrent Enrollment.
  - b. Jeff Peterson explained Concurrent Enrollment and how it plays into the overall enrollment. Mark added that our instructors mentor the HS instructors.
- 6. Discussion Topics:**
  - a. **Program Advancement Update:** once every three years do a deep dive on the program, look at enrollment, costs, use additional government resources for benchmarks.
    - i. Our enrollment has been pretty flat over the past 6 or 7 years. Marketing and Sales update: marketing important, sales 2<sup>nd</sup>, want to move Management AAS online, esp. since online classes fill more. Will soon be able to offer the Mgmt AAS completely online.  
Jeff asked Jeff and Lauren if they look at a candidate differently if they earned their degree completely online, they both said no. Jim E had mixed feelings about CE, not sure it's equal. He likes online, and feels HS seniors are checked out and could benefit from taking classes online, or at the college.  
Joan talked about a PSEO home-schooled student who is taking an online class. We increasingly get students that are home-schooled, or older. Students have to be accounted for, can't just be at home taking online classes.
    - ii. **Technical Electives Management AAS:** currently only 60% course fill rate. Only 4 credits required for BUSN elective, out of 10 credits. Would like to change degree MGMT degree so that all 10 technical elective credits are BUSN electives, as well as 15 credits GenEd electives.  
Requesting a motion and approval to increase MGMT AAS (60 credits) to be all 10 BUSN credits.  
Jim E asked if this would impact the BUSN Transfer Pathway; no, it doesn't. Our Business Transfer Pathway is fully accepted within all MN State colleges/universities, first 60 credits.  
**Jeff made a motion to accept, Lauren seconded, all agreed.**

iii. **Meeting and Event Planning** used to incorporate courses from Floral Design, Culinary, etc. Most of the courses were 4-week programs that occurred during the day, but most students wanted night; also program wasn't marketed properly.

We will accommodate student interested in this (former) program that she's taking at Normandale. There are currently 5 people in the program. **Would like to suspend program** while helping students phase out.

Fits well with Entrepreneurship classes, but also need more help from industry to help design program.

Mark said that Hospitality degree at Normandale conflicts, but our CULA program had expressed a desire for something similar. We do need industry guidance. Incorporates IDVP, CULA, etc. It's a well-thought out program, but don't have all the pieces.

Jeff suggested that Culinary might be interested in taking this program on (a Hospitality track).

**Had already received approval.** Jeff will take it to AASC in two weeks, program will be suspended, will be taken off website. Todd would like to begin telling students/advisors that it's currently suspended.

b. **Succession Planning:** Joan is retiring in May 2020, started in 1982, worked in industry for 10 years, she is most senior faculty here at HTC. Open to suggestions from industry members for replacements starting Summer 2020. Minimum qualifications from MN State Credentialing website.

ACBSP requires 50% BUSN staff have Master's degree. Do same requirements apply for adjuncts; YES. Based on Supervisory Management. Also requires online teaching experience/willing to learn.

When Jim taught at MCTC, he used D2L (which is what we use). We offer HTC Online training, courses are synchronous and asynchronous (no time together), but very flexible. Constantly communicating via email. Students have many resources available, including online tutoring. Can be harder because of email turnaround. Jim has heard instructors say it's more work.

Jeff said our success rates are lower for online students, but getting better. Mark said it's about a 7% difference between success rates for students taking online classes vs face-to-face.

Using the HTC Online structure has greatly helped us/student success. Online has special course fee (\$10).

c. **Professional Organizations:** real-life experiences help students, capstone projects, students working with industry face-to-face, professional organizations, but with current schedule (online, evening classes) there is less time to participate as a class. Joan is asking what professional organizations we should be considering for our students? Can email [Joan.kieren@hennepintech.edu](mailto:Joan.kieren@hennepintech.edu).

Lauren goes out to organizations and meets one-to-one.

Jim said there are a lot of business networking groups out there. But since many of our students are already working...

When Lauren was in school (HR) participated in SHERM, allowed students to go in 1x

month to ask questions, can meet other students in same field/path. Would recommend students doing it on their own (shows initiative).

Jeff is part of AIA (Arch Inst America) and another group which allows industry networking.

Jim said would be interesting to take one/some of our programs and get an industry organization to get behind it. Identify one for each degree...

- d. **Advisory Committee Member Recruitment:** would like to beef up industry participation...recommendations? Please contact Jeff Peterson or reach out yourself. Interested in people from all industries...any input is appreciated. Cara used to be in event planning, might know some people.

Mark mentioned new Social Media Production classes in IDVP, brought up BUSN Digital Marketing class.

Hard to maintain membership as little engagement other than two meetings each year. Doesn't give members chance to feel involved/committed. We need to think of ways to involve people more, but not everyone has more time to give.

Jeff Hoffman said we need a Mission Statement, also stating what the time commitment is.

Jim Eisenreich wishes we would have an Open House for industry people/community.

Jeff P stated that we have job fairs, but never think to invite industry/committee members. Cara suggested someone speaking at Leadership Series. Anna P suggested alternating campuses.

Jeff H asked how to leverage alumni? Joan said they have talked about how we stay in contact with our alumni, partly because the students are part-time and/or evening and/or older students who continue on with their careers.

Jeff H said we're in top 5 nationwide for volunteers, we just need to figure out how to reach our alumni.

Mark wondered how to invite alumni to join advisory meeting online, might be easier for workers to participate.

Jim asked about our financial degrees, we have an ACCT program. Could we reach out to financial institutions?

7. **Industry Trends:** Lauren is all accounting, job market is tight, but not enough qualified candidates, has a colleague that agrees over past 11 years, this is tightest market he's seen. They have soft skills and clients will train on technical skills, or vice versa, but slim that candidates have both (they're already hired). Being tech-savvy, not continuously asking questions, Excel (pivot tables, lookups), great time management skills, like to see candidates work while they were in school (shows time mgmt, handling multiple priorities, communications skills). Joan asked what percent of her candidates have ESOL: Lauren said a lot, Robert Half can give help to those candidates.

Jeff P asked Jim if there was anything new in the small business world: Jim E said there are a lot of small businesses for sale, concentrating on teaching. There are no shortages of small businesses for sale, are they saleable/profitable?

Jeff H said he is seeing a trend in the 2-step market, dealers are finding it hard to fill positions, being more proactive in training candidates then sending them out to distributors/dealers in network. If you're not proactive throughout whole chain, will hurt sales.

Jeff P asked what can students do differently because of that? Jeff H said he has student workers (summers), have a training facility to train, then can go into field...increasingly expanding network. Canadian works would be double-taxed, so can't get candidates from CA, but his area has lowest unemployment because of other large, local businesses, so constantly fighting to find candidates.

8. **Spring Meeting: Wednesday, April 15th** at 8:30AM in Eden Prairie (Joan retiring May 20, 2020).
9. **Motion to adjourn**, 2nded and carried