

Hennepin Technical College

Business (BUSN) Program Advisory Meeting

DATE: Tuesday, October 20, 2020

FY21 GOALS

1. Increase engagement with community and industry partners
2. Provide integrated service support, consultation, and solutions to advance the institution
3. Advance institutional capacity and effectiveness through technology
4. Increase retention of protected class group employees
5. Implement a targeted plan for students to persist
6. Redesign and implement the strategic enrollment management (SEM) plan
7. Create opportunities to secure new funding

MISSION:

To provide excellence in career and technical education for employment and advancement in an ever-changing global environment.

VISION:

To be the leader of innovative career and technical education that leads to success for all students.

VALUES:

Excellence: We pursue the highest standards in academic achievement and organizational performance.

Attendees: Committee Members Present: Jeff Hoffman (Chair), Mitch Anderson, Lauren Sherry (Robert Half Accountemps) Jim Eisenreich (taught at EP HS)

HTC employees present: Mark Johnson (Dean), Jeff Peterson (Instructor), Chris Reineke (Instructor), Jake Johnson (Program Coordinator), Lexa Kandola (Admin Asst), Mike Pepin (Instructor), Mai See Yang (advisor); Absent: Mao Xiong, Cheryl Kelley, Chris Hill, HS Faculty

Students: None.

Topic	Discussion/Outcome <i>Indicate any Motions presented and Voting Outcomes</i>	Action	Follow-up
Introductions	1. Jeff Hoffman called the meeting to order and 2. started introductions: Jeff Hoffman (Architectural manager at Marvin Windows, HTC alumnus), Chris Reineke (CPA, MBA, started teaching BUSN in addition to ACCT), Lexa Kandola (Admin Assistant, will be taking minutes), Jeff Peterson (been teaching at HTC for about 6 years), Mark Johnson (Academic Dean), Mitch Anderson (worked at HP as engineer, many different roles, works at Perforce now), Jake Johnson (been at HTC for almost 10 years, scheduling, faculty onboarding), Lauren Sherry (staffing manager for Robert Half Accountemps), Mai See (OneStop navigator, works with students, been here almost 10 months), Jim Eisenreich (retired Business Education teacher from EP HS (was there for 20 years)		
3. Approval of Minutes	Review of minutes: Jeff Hoffman made the motion to approve, Jim Eisenreich and Lauren Sherry seconded.	Approved	
4. Call for additional agenda items	None.		
Follow up Agenda Items	N/A		
5. Dean Updates:			
Covid Update	Even though BUSN program is 100% online, had a few on-campus classes, classes are smaller, capped to meet social distancing guidelines, we obtained 200 laptops and 50 hotspots to supplement existing inventory to help support students taking online classes.		
HTC Enrollment	Enrollment is down almost %10.93; next spring we down 22.56% from this time last year (not unusual, expect to be lower due to covid)		
New Awards	Two new awards that intersect with BUSN program: Culinary Entrepreneur AAS degree, Music Business and Entrepreneur AAS degree.		
Faculty:			
___ Informational <u>X</u> Discussion ___ Vote <u>#</u> For <u>#</u> Opposed			
6. Business Program Overview	<p>Students: About 250 students (same for about past 5-6 years), tend to average 29 years of age (working adults), mostly part-time, 60% receive financial aid, diverse population; Example careers include entry-level manager, sales rep or manager, continuing on to four-year degree.</p> <p>Awards: Management (AAS, Supervisory Certificate 16 cr) 60%; Entrepreneurship (AAS, Entrepreneurship Certificate 19 cr) 20%; Marketing and Sales (AAS) 10%; Pathway to Bachelor's Degree (Business Pathways AS) 10%</p> <p>The degrees are planned to be finished in two years, most students finish in four years.</p>		

<p>7a. Proposed Award Outcomes (Chris Reineke)</p>	<p>Came up with three Core Learning Outcomes that all six Award Outcomes share. The remaining outcomes differ by Award and are based on Minnesota State outcomes.</p> <p>Management Associate (AAS), Marketing and Sales Associate (AAS) has seven additional outcomes, Supervisory Mgmt and Entrepreneurship Occupational Certificates have two additional outcomes. Jeff Peterson asked for input. Jeff Hoffman asked which specific changes were made.</p> <p>Chris Reineke said that they made sure the Core Three was the same for all awards, then made wording more consistent, and the final outcomes are more specific to each pathway to help students determine which direction to go.</p> <p>Lexa asked about difference between AS (more GenEd classes to enable transfer to four-year school) and AAS (terminal degree).</p> <p>Chris asked for more input on what industry looks for.</p> <p>Jeff Hoffman said he appreciates the emphasis on communication skills since we are increasingly interviewing students online.</p> <p>Mitch Anderson's initial reaction agrees with all high-level outcomes, but wonders how students will interpret. How do we make them come alive for students to understand, possibly provide examples.</p> <p>Lexa Kandola said she agreed that these outcomes may be difficult for the average layperson to interpret.</p> <p>Lauren Sherry agrees, thinks students can use these core values at end when they're working on their resume and interviewing.</p> <p>Mitch agreed that these read like interview questions.</p> <p>Chris Reineke said maybe on our website we need to bring it down to layman's terms. Chris said we'll look at the website and make it more student-oriented.</p> <p>Lexa put the webpage link for the BUSN program page in chat: https://www.hennepintech.edu/academic-programs/business-and-information-technology/business/index.html.</p> <p>Lauren Sherry said core skills are harder now that all/most learning is online.</p> <p>Mitch said the company he works for (Perforce) is primarily sales and marketing. There's a "playbook" for the whole marketing process. Our company looks for people that can learn products, not necessarily know them initially.</p> <p>Jeff P said it sounds like Mitch is more focused on technical skills.</p> <p>Mitch said the focus for companies is growth. The most important skills are to think like a sales and marketing executive.</p> <p>Jim Eisenreich said he read an article this morning about apprenticeship programs (MPR has link to article). The focus was manufacturing, not marketing, but would be a good read for us.</p>		
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<p>7b: Accreditation (Jeff Peterson)</p>	<p>We are accredited under HLC. In addition, there are agencies that will give accreditation to specific programs (ACBSP). We did that in 2013, other local community/technical colleges are accredited through ACBSP as well. We want to find out if this special accreditation is worthwhile? Chris asked Jeff H if, as a student, he was aware of the accreditation. Jeff H does not recall. Chris asked Mai See if students ask about this? Mai See said no, she has not been asked about this. Mitch said this is new to him. Is it a checkbox/screening type of goal? Lauren Sherry said, on the hiring side, that's new to her. Would the students choose another school that had accreditation if we no longer carried it? Jim said if a student wanted to transfer to Minnesota State University, it would not impact them. Jeff P said we will continue to look at more in-depth. Jeff H asked if we market [the accreditation] at all. Jeff P said it's on our website, should we make a bigger deal of it? Mark Johnson said it really doesn't get a major highlight, we need to look at it college-wide. Jake said ACBSP is the Accreditation Council for Business Schools and Programs. Jeff H asked if other schools take advantage of it? Jeff P said it is an accepted accreditation, most schools in Minnesota State have a business school accreditation. Jeff H said we need to leverage it. Mark reached out to NHCC, and they said that community colleges are designed for transferability, so it's more valuable to them. But our mission isn't transferability, so we don't benefit from it as much, only a small percentage of students benefit from it. How do we differentiate our program from all the Business programs across the state?</p>		
<p>7c: Competitive Advantage (Jeff Peterson)</p>	<p>How can we develop a competitive advantage? NHCC has 11 Business Faculty, three times as many classes this fall, offer blended classes as well, but overall, very similar. Mitch: The "killer" metric is how many of our students are hired? Chris R: Our students are older, more focused, being hired is #1 goal. Jim E: had relatives that traveled from afar for our hydraulics program which is highly regarded. We have a niche in that area. How can we make a niche with our BUSN program? Mark: with our new MUBE program, that is a niche.</p>		

	<p>Mark said our niche could be our new programs (Culinary entrepreneur, Music business entrepreneur).</p> <p>Mitch asked who are the big players in our arena (retail, manufacturing, etc.)? General Mills, Fallon (creative, PR businesses), maybe we need to be hyper-focused on businesses in our area. Work with Target or health care to develop entry-level career education. Take general concepts and give them a specific, local focus.</p> <p>Jim E: when UofM was developing a program in Rochester, they wanted it to be driven by Mayo Clinic/healthcare, but it was really to be more technical.</p> <p>Jeff P: we can discuss more in April. Will try to focus on Minnesota businesses.</p> <p>Mitch: don't use niche (too restricting), call it focused, success-oriented.</p> <p>Jeff H: Do we have any placement data?</p> <p>Jeff P: We are required to publish our placement data. It's hard to tell if students were employed when they were attending school, so data tends to be a little skewed. We can do a more in-depth study at our April meeting.</p> <p>Jeff H: Do we have a formal process for following up with students?</p> <p>Jeff P/Mark J: yes, we have student surveys that are sent out automatically to all students.</p>		
Late Introduction	Mike Pepin, been at HTC for 11 years, teaches Business Law		
Industry:	___ Informational <input checked="" type="checkbox"/> Discussion ___ Vote <input type="checkbox"/> For <input type="checkbox"/> Opposed		
8: Industry Trends	<p>Mitch: Zoom skills, adds to professionalism.</p> <p>Jim E: don't have the perfect lighting, can hear better with a headset, but don't have a microphone which would help, elevate computer so camera is at or above eye level.</p> <p>Michael Pepin: We use Zoom all day long for proceedings (in court), doesn't work with bifocals.</p> <p>Jeff asked Lauren if she's doing all interviews on zoom?</p> <p>Lauren: yes, MS Teams, facetime, zoom. Sometimes we have to help applicants gain better skills. Log on prior to interview to make sure it all works, practice talking to computer. Practice mock interviews. Learning to read interpersonal skills.</p> <p>Jeff P: Do you think it's a dramatically different set of skills? Are there people who would not get the job if they don't come across well in an online interview?</p> <p>Lauren: Yes, it could hinder them from getting the position if they seem unnatural.</p> <p>Jeff P: What might happen in all the industries as we come out of the pandemic?</p> <p>Lauren: the ability to work remotely, 70% of her clients offer remote work (skills=having reliable wifi, being comfortable on-screen, being adaptable)</p>		

	<p>Mitch: our company is going to fundamentally change (less travel, more meetings in a day). You can take a sales process a long way through zoom before meeting the client in person. Businesses flew everywhere without a second thought. Lexa said more people are able to attend meetings.</p> <p>Jake asked Jeff about how he works with students on using zoom.</p> <p>Jeff P: we don't, but it's a good idea. Students get used to it, but it would be a great idea to add a module on zoom.</p> <p>Jake: In D2L, there's a module on online learning, could we integrate it somehow?</p> <p>Jeff P: We could make it an assignment.</p> <p>Chris R: I love that idea, in the Introduction to Selling, I might have them sell to me online which simulates work experience.</p> <p>Mitch: Also messaging, we use Slack, how do we replace the informal communication when email is being replaced by quicker, less formal communications (texting, etc.). How can these tools (Twitter, etc.) be used in the sales and marketing context that isn't irritating/junk mail?</p> <p>Jeff P: What about the technical aspect of managing a crew?</p> <p>Jeff H: Construction industry is very hands-on. But as an architect, can have meetings online "on site" without spending two days traveling for an hour and a half meeting.</p> <p>Jeff P: Back to Jake's point, we do need to add this to the curriculum somehow, because people will be increasingly using online meetings.</p> <p>Mitch: Looking professional online is important, critical skills.</p>		
Set Next Meeting:	<u> X </u> Informational <u> </u> Discussion <u> </u> Vote <u> # </u> For <u> # </u> Opposed		
Set Spring Meeting	April 27, 2020 @ 8:30am		