

Hennepin Technical College

Business (BUSN) Program Advisory Committee Meeting

DATE: Tuesday, April 27, 2021

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)

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

Students: Hannah Gottberg (BUSN/MKTG student)

Topic	Discussion/Outcome <i>Indicate any Motions presented and Voting Outcomes</i>	Action	Follow-up
Introductions	<p>1. Jeff Hoffman called the meeting to order at 8:32am and</p> <p>2. started introductions: Jeff Hoffman (Acting chair, HTC alumnus); Chris Reineke (in 20th year, started teaching BUSN in addition to ACCT); Lexa Kandola (Admin Assistant, will be taking minutes); Hannah Gottberg, Business Marketing student; Jeff Peterson (been teaching at HTC for about 8 years); Mark Johnson (Academic Dean over BUSN program); Michael Pepin (PT BUSN faculty, been here 13 years, teach mostly BUSN Law); Mitch Anderson (many different roles over years, now at Perforce); Jake Johnson (Academic Coordinator, been at HTC for almost 10 years, over Mark's technical and GenEd programs, scheduling, program evaluation, staffing and support); Lauren Sherry (staffing manager for Robert Half, in accounting and management areas); Christopher Hill (HTC instructor working with esports).</p>		
4. Call for additional agenda items	None.		
Follow up Agenda Items	N/A		
5. Dean Updates:			
HTC Enrollment (Mark Johnson)	Business was down about 10% which is right in line with the rest of the HTC technical programs. We offer a handful of classes in summer. We have 26 students enrolled for summer, still enrolling, now at 16%. Fall numbers look good as well, already trending upward, we do feel there will be a rebound.		
Covid Update	BUSN is 100% online, so not really affected.		
Faculty:	<u> X </u> Informational <u> ___ </u> Discussion <u> ___ </u> Vote <u> # </u> For <u> # </u> Opposed		
6a. Accreditation Council (Chris Reineke)	<p>Chris Reineke: At last meeting we discussed the value of continuing our relationship with ACBSP because of the cost and awareness for students. There is significant value that comes from the accreditation process, so we'll be moving forward. We've broken down some key sections that we'll be addressing: Student and Shareholder-focused section looking for more feedback, student learning and assessment; Faculty and staff focused section deals with professional development and faculty satisfaction. ChrisR asked Hannah if she was aware of ACBSP when she enrolled at HTC.</p> <p>Hannah Gottberg: I chose HTC because we were accredited and her other choice was not. I couldn't get an answer if industry looked for it [accreditation in college degrees], but appreciated the extra assurance. The other college never replied.</p>		

<p>6b. Program Advancement (Jeff Peterson)</p>	<p>Program Advancement is what we call our strategic plan, it's on a 3-year cycle. Next year is Year One for the BUSN program. We'd like to discuss how you can be involved so we can develop a strategic plan that has industry input.</p> <p>Jeff Peterson shared a PP presentation, the last time most of the classes were blended. They moved to online to promote growth. Student Success rates are less than face-to-face classes, so they took some training to improve quality of online courses. We looked at how our classes' fill rates (saturation) compared to other similar colleges. We suspended our Event & Meeting Mgmt degree, but will continue to look at viability. Now that Joan has retired, I'm looking at the department's succession plan for when I retire.</p> <p>Data Gathering: we will gather data from internal and external sources, including advisory committee input.</p> <p>Where should we be taking the program over the next three years? We will have an additional advisory meeting in February to fill in a proposed schedule.</p> <p>JeffH: Will there be an opportunity to put together what value we can bring? JeffP: The specific goals and objectives will come out of the data we gather, and will send to you early next year (August/September). For instance, if we need to focus on retention, JeffH: what are the tasks? I'm trying to get a feel of how we can add value. JeffP: We have some college-level benchmarks that we're trying to achieve (retention, fill rates); I can send those to you soon so you'll know what we're aiming for. We also have a work plan that is the tactical procedures for implementing the strategic plan. JeffH: We need the information up front so the meeting will be more productive.</p> <p>Mitch Anderson: In terms of developing the Strategic Plan, I see a typical student, but there's probably several different types, or market segments. We have to be really clear about who we're targeting, what is the customer's specific needs. The key part of the data is informing the market segment. We need to define the different market segments, very early on, so we can refine the plan to address our needs.</p> <p>JeffP: We gather all the data, but we haven't divided the marketplace so we're addressing each segment.</p> <p>Mitch: Right, which segment is growing, which do we need to focus on? There are other segments that HTC doesn't even address. JeffP: We'll plan on having that discussion in October (segment, defined behaviors). Mitch: Come up with creative names that bring each segment to life, helps people working on plan to bring process to life. So Data and Segmentation are really key. JeffP: Advisory Committee Input, is there some way that one of our industry partners can help with hiring trends? Lauren: Are you saying, How can we help you before the next meeting? JeffP: I'm thinking more about industry trends. Mitch: There are job posting sites that consolidate data.</p>	<p>Jeff Peterson will send out in Sept. preliminary data with focus areas.</p>	
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	<p>JeffP: And we do gather that data, but it doesn't have as much "color" as the data we'll get from you working in the industry.</p> <p>Lauren Sherry: We get sent lots of numbers weekly, changes in industry, retention, new trends with hybrid working, until you dive into the numbers, they're not as meaningful.</p> <p>JeffP: It's more of the analysis that you bring, what's your impression of what's happening?</p> <p>Mitch: More of the qualitative? We currently have 2-3 pages of jobs posted in many different areas. It would be easy for me to reach out to recruiters and refine the numbers, ask managers to help define data and what they mean. We need to think about how our students match up with our numbers. If we could refine it down to three questions, that would make it much easier.</p> <p>JeffP: We can send out questions, such as "What skills are in high demand?", "What are companies having trouble finding?" Such as the trades.</p> <p>MitchA: https://www.perforce.com/careers#jobs (look at the different types of jobs available). I can ask managers the targeted questions.</p> <p>JeffP: That would be great!</p> <p>MitchA: I'm only representing one little company.</p> <p>JeffP: We've added the February meeting so we can have an "interim" review. Are you all willing to do a third meeting?</p> <p>ChrisR: We'll continue to do them as zoom meetings.</p> <p>Mitch: 100% easier to fit into schedule!</p> <p>JeffP: Thank you, we'll have more robust discussions in October.</p>		
7: Industry Trends	<p>JeffH: The bulk of our labor force is manufacturing and we can't find enough people. Zoom skills are actually a skill that's lacking (body language, eye contact); it's been a struggle for a lot of people applying for positions.</p> <p>Mitch: Hiring and retention is becoming a huge thing. There's now a much higher level of turnover. We need to focus on retention with hiring bonuses, etc.</p> <p>JeffH: We'll get new hires that don't interact other than on screen, little things like that make a difference.</p> <p>Lauren: Finding qualified candidates right now is extremely difficult. In the Acctg/Finance realm, we try to interview 20 candidates, but have only found 5, try to get clients to bend on requirements. We've had to educate our clients because it's much harder now than it was before covid.</p> <p>JeffP: Lauren, do you agree with Jeff's Zoom skills comments?</p> <p>Lauren: Absolutely! We use it as a tool to coach candidates as prep for interviews so they can better sell themselves. It's coachable, but they need the practice and learn how to present themselves on screen.</p> <p>JeffP: It's definitely a skill that we need to add to our curriculum.</p>		

	<p>ChrisR: I'm doing some of that. A current project is to present a PowerPoint presentation over Zoom. Another class was a similar project. Using Zoom so much, and based on our last advisory committee discussion, we need to do more in our business classes.</p> <p>Lauren: Even doing mock online interviews, it's more valuable via Zoom or MS Teams. Students need to hear real and harsh feedback to learn.</p> <p>ChrisR: Because we're online, it might give more of a connection with faculty for students to improve their zoom skills, it might enhance retention.</p> <p>Hannah: I agree, it's important because meeting over Zoom can be intimidating. Some students that I've talked to are looking for zoom and networking skills from their classes. Having more confidence helps, too.</p>		
New Advisory Committee Members	<p>JeffH: I did have a question about how we're trying to attract more members to this committee?</p> <p>JeffP: Not being done at the college level, but it's been on our [committee's] list of things to improve. We've recently added Hannah and Mitch, but we'd like to add more.</p> <p>JeffH: It's always who you know, we can all reach out to fellow coworkers, industry can participate as well.</p> <p>JeffP: We can add that to our agenda for our pre-October meeting. We can set a goal to add a few industry members for our October meeting.</p>		
8. Approval of Minutes	(Originally item #3) Will review via email.	Lexa resent out minutes.	
9. Student Internship	<p>Hannah: Looking for marketing internship this summer.</p> <p>Lauren: My territory is NW Metro, so not near you. Remote internships not as available, but summer "jobs" are usually June-August. They might be onsite or remote, and will start posting in May.</p> <p>Hannah: As a student, what qualities do you want to see, such as Google Certification?</p> <p>Lauren: Always list certifications, they're a great selling point, a lot of our clients are looking for tech savvy people, because technology is harder to teach. Any part time job or school activities show you can balance your schedule, multitask, prioritize.</p> <p>Mitch: We've got tons of mktg positions open, shoot me an email.</p>		
Set Next Meeting:	<u>X</u> Informational ___ Discussion ___ Vote # ___ For # ___ Opposed		
Set Fall Meeting	October 26, 2021 @ 8:30am	Make sure it doesn't conflict with MEA Weekend/ Workshop Day.	
Adjourned at 9:32 am	Jeff Hoffman made motion to adjourn, Lauren Sherry seconded.		