

## ACC/MM/BUS Advisory Committee Meeting Minutes

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*Date | time 10/24/2017 | 8:00AM in Room  
Meeting Called to Order by Tammy Tiggelaar at 8:20am*

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### In Attendance

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*Members Present:*

Dave Conlin—Sr. Manager Commercial & Private Banking Credit Analysis, First National Bank  
Tony Koach—Tax Preparation and Financial Advisor, Self-Employed  
Mike Cullen—Commercial Loan Officer, First Midwest Bank  
Christine DeVlieger—Human Resources Manager, The Suter Company

*KC Members Present:*

Tammy Tiggelaar—Business/Marketing Management Faculty, KC  
Everett Westmeyer—Accounting/Economics Faculty, KC  
Chase Budziak—Dean of Math, Science, and Business Division, KC  
Nancy Partch—Dean of Student Services, KC  
Bernie Pupino—Career Technologies Coordinator, KC  
Brianna Hooker—Administrative Assistant to Instruction, KC

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### Welcome and Introductions

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Chase thanks everyone for attendance as well as insight on enhancing our programs here at Kish. The goal of this meeting is to focus on how we can better meet industry needs and to discover new opportunities for our students.

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### Review of Spring 2017 Minutes and Enrollment Report

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Tammy asks committee to review minutes from Spring 2017; no corrections recommended from committee.

Tammy reports that degree-specific enrollment is down from last Fall semester in Marketing Management from 33 students to 26.

Everett reports on 10<sup>th</sup> Day Enrollment Report from the College. The Accounting department is down about 20% in credit hours from last Fall and the Business department is down about 7% from last fall. College-wide, enrollment is down 9.1% from last Fall. The Math/Science/Business Division as a whole is only down about 3% and Chase explains that many courses in the division are degree requirements. For example, the Nursing program requires several courses in the MSB division. Chase reports 90-100% of seats in all course sections are full this semester.

Mike reports a competitive job market in the banking industry. Many positions require a Bachelor's or Graduate degree as well as experience. Two current regional Teller/Bankers at First Midwest are pursuing their Master's degrees. Efficient technology has reduced the personnel needs. First Midwest will hire Tellers without a Bachelor's degree so he recommends starting out as a Teller early in educational pursuits and continue education while employed because the experience is valuable. The industry is currently trending toward a more corporate environment where different positions are located in different branches.

Bernie asks if there is truly a need for advanced degrees and Mike says for many positions, it is not required.

Dave reports one of First National's recent hires is a KC alum and she gives Everett much credit for her interest/ability in accounting. Dave praises her performance. During the last interview cycle, Dave was impressed with the quality of people. Throughout First National, there has been a focus shift on finding the right person with strong verbal/communication skills and emphasis on being curious and generous to learn and share information. The thought behind this focus shift is that if you hire the right person, skills will follow. Dave likes to see students start out as a Teller while still in school and First National Bank offers internal internship opportunities. Despite strict regulatory environment, local branch decision making is still strong and necessary in the industry.

Bernie asks committee members if students are being trained for jobs that do not exist. Christine replies that there are certainly challenging positions to fill in the maintenance/technical areas and would be interested in engineering graduates who have a business background. Mike confirms that people do not need advanced degrees for many positions. Christine, Dave, and Mike all agree that Bachelor's degree are often required and that applicant's with a graduate degree are not automatically favored nor are they compensated higher for the advanced degree.

Everett recalls a report that stated there are currently 6 million job openings in labor which demonstrates a mismatch in skills. Tammy and Everett believe culturally we have done young people a disservice as many students go to college to be able "to do whatever they want to do" and do not necessarily look at what the job market needs are. The cultural expectation is also that people have a college degree when in reality, that is not always necessary for many jobs. Many companies will pay for additional college/training as they see fit for their employees. Tony thinks it is important for students to pursue what interests them though because people are generally not as successful in jobs that they have no interest in or dislike.

Chase reports an understanding that the general AS transfer degree for accounting and business is definitely a viable option for students as the industry generally requires a Bachelor's degree for most positions. However, he asks committee if there is a place for our Applied Science (AAS) Marketing Management graduates as this is not a general transfer degree and is rather a terminal degree. He understands this is a tough question but it is important to ask.

Tammy reports Hormel reaching out to her recently, specifically for a Marketing Management (MM) graduate. Christine confirms that she would be interested in a MM graduate because they often have a very specific skill set that traditional marketing jobs. There are a few opportunities but there is not a large demand.

Christine reports that companies are often more likely to leave a position open in order to find the "right" person. Dave and Christine agree that it is too expensive in many aspects (financially, morale, etc.) to hire the wrong person.

Tony and Christine would encourage students to enter the workforce after a 2 or 4 year degree and then continue their education if they wish. Although a 4 year degree is not always required, Tony believes that it does open the door for more opportunities.

Chase is confident that we are in a good place in terms of working to guide students but still seeking some insight on how to move forward with the AAS Marketing Management degree. Specifically, is there a need and should be encourage students to follow this path? If so, how?

Bernie thinks removing electives and creating a more specific program plan will help keep students on track. Tammy responds that the department has done a diligent job of requiring the essentials in the degree and the few electives that are offered, are giving students direction opportunities. Tony wonders if that is exactly part of the problem, many students likely aren't sure what direction to pursue or what the best option is for them.

Mike thinks the best thing we can do for students is to guide them into the workforce to gain some exposure and experience which will help them determine a direction. Nancy asks for specific ideas on how to do that? Mike acknowledges that it is easier said than done. Mike reports seeing a bit of an issue with "entitlement" in graduates. Once students graduate they seem to think they are "above" getting your foot in the door-type jobs so these are the types of jobs we should be encouraging current students to fill.

Nancy sees a benefit in exposing students to business/companies/jobs as many students simply have no idea what kinds of opportunities exist. For example, how many students know about The Suter Company and exactly what they do? Committee agrees.

Nancy reports a common trend she is seeing is students coming to KC who have no work experience at all. She asks committee if business are still hiring high school students? Although there are no specific answers to the question, committee feels that high-school type jobs teach students to be somewhere on time, responsibility, people skills, and overall awareness of the work environment.

Everett thinks some of the lack of job market awareness is due to a lack of skills-related courses in high schools. Tammy and Bernie agree and think that emphasis to exposing kids to what kind of jobs exist should be on middle schoolers. Bernie specifically focuses on 8<sup>th</sup> graders in the Career Technologies division. Everett asks Nancy if there is a "career exploration" course on campus. Nancy replies that CSD 100—The College Experience and CSD 101—Career Planning are offered and advisors try to encourage undecided students to take one of these courses, however, it is not a requirement.

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## Internship Opportunities

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Christine reports that the Suter Company does not have any formal internships however, they do seek interns once in a while.

Nancy announces College Central, a free job/internship posting resource where business can post their needs and it will serve as a central hub for our students. Many local business are already using it. Cards with more information are available.

Bernie emphasizes importance of internship opportunities for students. Describes mutual benefit to students and employers alike.

Dave reports having had an intern position in his department for several years. Many interns start between their junior and senior year of college. First National Bank begins actively seeking interns in Feb/Mar for the summer. An AS graduate in accounting may be enough, again, if it's the right person.

Committee members agree that "work experience" includes part time and volunteer work while in school.

Mike reports that First Midwest Bank is always looking for interns but it is usually seasonal. His focus on hiring interns is that they will become full time employees after graduation so they often seek interns in their 3<sup>rd</sup>/4<sup>th</sup> years of school.

Tony asks Mike and Dave why they prefer interns who are close to being done with school rather than earlier on, such as during their second year of school. Mike is unsure of the exact strategy as it is more of an HR decision but generally speaking, you want students who are committed and serious in the field and

that is not proved after just one year of college. Also the responsibility and maturity level is noticeably different in just those 1 or 2 years.

Tony asks how the intern cycle works and why banks specifically look in Feb/Mar for their summer interns.

Dave replies that the universities drive the schedule.

Bernie asks committee if most internships are paid or unpaid. Dave reports that First National Bank pays their interns. Dave expands on the internship process; most applications are submitted online. A recruiter will do the initial screening and passes the applications along to a department manager for interviewing. Mike and Dave appreciate entry level applicants with an AS degree over high school education alone as they tend to have better people skills and are more well-rounded individuals.

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## Curriculum

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Tammy asks committee to review curriculum handout.

Chase announces a pilot course that was offered last year on Social Media Marketing. Tammy adds that the course ran successfully however, enrollment was very low. We'd like to add the course permanently but would need better enrollment to offer regularly.

Dave asks what textbook was used for the course and Tammy replies that we created our own text to use. He recommends an author on 'social marketing' that Tammy will investigate further.

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## Kish.edu web address change

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Tammy announces to committee that KC's web address has changed to kish.edu.

All college email addresses have changed as well to reflect the change: [\\_\\_\\_\\_\\_@kish.edu](mailto:_____@kish.edu)

Old email addresses will no longer be in use as of November 1, 2017.

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## Next Meeting

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Chase thanks committee members and expresses appreciation for the insightful discussion today.

Spring 2018, Specific Date TBA, Kishwaukee College  
Meeting Adjourned at 9:55am