



Date: December 13, 2022  
To: Dr. Laurie Borowicz  
From: Barbara Leach  
Re: Advisory Committee Notes

**Business and Marketing Management**  
Fall 2022 Advisory Committee

**Meeting Date:** October 13, 2022  
**Time:** 9:00am

**External Participants: 4**

Nitza Gleason – Boise Cascade – Administrative Manager  
Helen Sharp – First National Bank – Branch Manager  
Margaret Myles – NIU College of Business – Director of Advising and College Resources  
Chris Devlieger – Suter Company – Dream Manager

**Internal Participants: 5**

Barbara Leach – Interim Vice President of Instruction  
Chase Budziak – Dean of Instruction  
Tammy Tiggelaar – Business and Marketing Management Faculty Member  
Michael DeVito – Business and Marketing Management Adjunct Member  
Katie Macias – Minutes

**I. Program Update**

Previous meeting minutes were reviewed without corrections. Current program enrollments were shared, identifying an increase in enrollment in fall 2022.

**II. Curriculum and Student Outcomes**

Committee shared that public speaking and communication skills continue to be essential in industry. Additional topics to explore include data analytics and experiential learning.

Committee agrees that continuing to include topics on Human Resource Management within courses and programs is beneficial to graduates. Committee will

review course student learning outcomes as part of the spring 2023 advisory committee meeting.

### **III. Industry Update & Labor Market Discussion**

Committee discussed the industry need for bookkeeping professionals and agrees with labor market analysis. Support of the College exploring a certificate program in bookkeeping was expressed.

### **IV. Work-Based Learning**

The program continues to look for Marketing and Business internship partners with local businesses. Advisory committee partners do not have current opportunities available but will stay vigilant for opportunities within their networks.

Discussion led to ideas of e-mentoring programs that pair past graduates and business owners with current students. An e-mentor would provide support structure to students who are interested in developing connections with business.

### **V. Plans for Next Meeting**

Thursday, April 13<sup>th</sup>, 2023 at 9:00am