



MINUTES

Accounting/Marketing Management/Business Advisory Committee Meeting

Date / time 4/19/2017 8:00 AM | *Meeting called to order by* Tammy Tiggelaar, Faculty

In Attendance

Members Present:

Christine DeVlieger—HR Manager, The Suter Company
Darrell Foss—Agent, State Farm
Hannah Maness—Store Manager, Maurices
Jenny Roof—Director of Training, Maurices
Lori Marcellus—Director of College of Business, Northern Illinois University

Others Present:

Tammy Tiggelaar—MM/BUS Faculty, Kishwaukee College
Everett Westmeyer—ACC Faculty, Kishwaukee College
Nancy Partch—Dean of Student Services, Kishwaukee College
Chase Budziak—Dean of Math/Science/Business Division, Kishwaukee College
Bill Nicklas—Executive Director, Kishwaukee College Foundation
Bernie Pupino—Coordinator of Career Technologies, Kishwaukee College
LaCretia Konan—Director of Business and Training Partnerships, Kishwaukee College
Brianna Hooker—Administrative Assistant to Instruction, Recorder, Kishwaukee College

Introductions/Approval of Fall 2016 Minutes/Enrollment Report SP17

Fall 2016 Minutes were reviewed.
Hannah makes a motion to approve minutes.

Everett reports that college institutions around the country are facing decreases in enrollment, this is not a situation unique to Kishwaukee College. Additionally, enrollment is not our only measure of success. Everett explains that it is important to focus on student success, retention, completion, and job placement of our graduates as well.

Tammy believes that while our enrollment is currently down, our quality of students is up. We have a great group of students this year.

Bill emphasizes that our relationships with community and industry leaders is imperative to our success as a community college.

Illinois Accounting Teachers Conference—Everett Westmeyer

Everett attended the Illinois Accounting Teachers Conference and an overall trend is incorporating more real world experiences into the classroom.

VITA—New Partner Feedback—Everett Westmeyer

Everett reports that we are now partnering with Goodwill of Rockford.

FY17 Assessment Update—Program Level Focus—Everett Westmeyer

Everett reports that we are short with data regarding cultural items but all other components are satisfied. Everett stresses importance to the college that our students not only understand diversity but also embrace it.

FY17 Assessment Update—Technology is Our Friend—Everett Westmeyer

Everett reports that the college has recently signed a contract with Campus Labs, a virtual database and will be transferring to this new program in Fall 2017. This should provide us with an opportunity to obtain better data.

HLC Annual Conference—Everett Westmeyer

Everett reports that our feedback at the HLC Annual Conference was great. More institutions are going to a formalized software platform to manage their data.

NIU COB—Lori Marcellus, Director of NIU COB

Lori reports that the College of Business at Northern Illinois University hired a new Dean, Balaji Rajagopalan, who started in July 2016. Denise, the former dean, is now teaching at the College of Business.

Lori reports this will be the last semester that UBUS 310 is being offered. There were a high number of students fighting to keep this course, however.

NIU COB has lowered the GPA requirement for non-accounting majors from a 2.75 to a 2.5 to be in accordance with most other area schools.

With regards to online learning, Lori reports that marketing is offered as a completely online program. COB as a whole is working to expand offerings of online courses.

Career Center Report—Nancy Partch/LaCretia Konan

Nancy Partch reports that there will be a Career Fair tomorrow. There are 60 business currently participating and there is a waitlist. Nancy announces that LaCretia Konan, Director of Business and Training Partnerships, is the point of contact for the college and employers.

Jenny asks if there are specific industries that seem to be recruiting from the college. Nancy says healthcare, criminal justice, and retail seem to be the industries with the greatest needs right now.

Bernie adds that employers are really focused on finding ideal candidates. They are also highly interested in interns rather than full time employees right away.

LaCretia reports that there have been workshops offered this past week in preparation for the career fair. These workshops have focused on resume writing, interview preparation, and the like. Students do not seem to be taking advantage of all of the resources available to them and LaCretia/Nancy think this may be partly because students may not even realize that they need the help.

LaCretia expands on employer funding that is available because job placement is imperative to our goals as an institution. Our goal is to help students find jobs in our community to support our local economy.

Workplace Trends Discussion/*There is Life After College* by Jeffrey J. Selingo

Everett introduces a book he has started reading, *There is Life After College* by Jeffrey J. Selingo, to the committee. The author describes three categories of the generation that is college-aged today as either Sprinters, Wanderers, or Stragglers. The things that set Sprinters apart after college is that they have had successful internships, they have low student debt, and have connections with faculty. Everett uses this concept to lead into a discussion as to how, we can all work together, to help our students, especially with regard to students who may fit into wanderer/straggler categories.

Lori has observed that ACC majors seem to be the most aggressive in terms of looking for scholarships.

Tammy has observed while talking to students, that many wanderers/stragglers often feel like losers, and feel that they are so far behind their peers in terms of education/careers despite only being 21-23 years old on average.

Darell would love to see every student have an internship, however, it can be very difficult for certain business settings to create internship opportunities. LaCretia mentions that she is a resource for this exact type of need.

Darell also believes student debt is a major barrier but is unsure of how to go about fixing that.

Bill explains that nearly half of our students here at Kishwaukee College, even after exhausting financial resources, they still lack the finances to stay enrolled. Bill admits to being surprised at this number when he started with the Foundation. Bill acknowledges having a generous district of community members, but we could always use more business support. Building connections with people as soon as possible is important for student success. Bill talks about the Engineering Bootcamp being offered here at the college which exposes engineering students to the welding and manufacturing shops so they can see something other than the traditional classroom setting.

Lori reports that NIU COB currently offers internships for juniors/seniors but is seeing a desire among freshmen/sophomore students for internships as well. Exploring internships within the college is being investigating currently.

From a hiring perspective, Jenny places value on any sort of experience (work or volunteering) along with education. As employers and teachers, we should look at how we define success for our employees/students.

Chase explains how what some people consider “handholding” may appear to be an issue for some traditionally aged college students but may be exactly what non-traditional students need in order to be successful and see that their work/financial investment will lead to success.

Christine reports having two traditionally aged college student children who would fit into very different categories so she works hard to identify each of their strengths to guide them both to being successful. Christine feels that successful internships are key to success after college. Something for the college to think about is expanding partnerships with non-profit organizations to develop internship opportunities.

Bill discusses the Champion Fund that is available through the Foundation that has recently been established. This is a fund that can financially assist students that may encounter a ‘financial emergency’ that may prohibit them from staying enrolled in classes throughout the semester. It includes items such as gift certificates for gas, groceries, etc. Committee thinks this a great resource.

Enrollment Management Update/Ideas—Tammy Tiggelaar

Tammy reports that the department is trying to partner with other schools in order to expand our recruitment efforts. Tammy and Chase recently met with Aurora University. Many universities are reaching out to us with an interest in creating articulation agreements.

Tammy reports currently starting to see a shift regarding general education requirements. Many programs are requiring less general education courses and more elective courses directly related to a major.

Curriculum Update/Program Planner—Chase Budziak

Chase reports ICCB is requiring that community college programs do not exceed 60 credits for various reasons. This has led to re-visiting program planners for many programs, but especially with BUS/MM because our enrollment for this program dips slightly lower than the institution's enrollment.

Chase and Tammy have worked together to streamline the curriculum to ensure that students are not taking unnecessary courses. Streamlining the curriculum also now includes offering some courses on a rotational basis to ensure the filling of classes when they are being offered rather than offering every class every semester and running it with half as many students. This is more economical and offers a better classroom experience.

This new program planner has been approved by the state.

Jenny asks about the process as to how curriculum changes are made and implemented. Chase explains that Deans/faculty work together to propose a curriculum change, which is then often brought to advisory committee for discussion. It is then brought to a curriculum committee here at the college and is then sent to ICCB for approval. Jenny congratulates Chase and Tammy on ICCB approval of this new program planner and thinks the changes made are positive.

Illinois Articulation Initiative (IAI), Business Panel—Tammy Tiggelaar

Tammy attended the IAI teleconference within the past few weeks.

Business Club—Tammy Tiggelaar

Tammy reports having a great group of students this year. Some upcoming events include:

Hosting a karaoke event at the college before the end of the semester

NIU is hosting a TEDx Talk next week and some of our students are planning to attend that Friday, April 28th—Field trip to the Board of Trade and Federal Reserve in Chicago.

Next Meeting

Fall 2017 meeting TBA.

Meeting Adjourned at 9:45 AM.