

*Wednesday April 21, 2021 at 2:00pm | Meeting called to order by Chase Budziak*

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#### In Attendance

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##### Members Present:

Helen Sharp – Assistant Branch Manager, First National Bank

Margaret Myles – Director of Advising and Student Resources, Northern Illinois College of Business

Michael Cullen – Vice President and Commercial Loan Officer, First Midwest Bank

##### KC Members Present:

Chase Budziak – Dean of Instruction

Tammy Tiggelaar – Instructor of Business, Marketing and Management

Joanne Kantner – Vice President of Instruction

Laurie Hoecherl – Teaching Chair

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#### Review of Last Semester Minutes

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- FA20 Minutes Approved

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#### Spring 2021 Enrollment & Financial Information

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- SP20 to SP21 enrollment 14.4% decline
- Dramatic redistribution of credits from F2F to Online format.
- Student Head count declined by 10.1%, less of a decline in continuing students compared to new.
- Marketing & Management credits up 27 credits (+11.7%); Business credits down 153 credits (-39.2%) from spring 2020 to spring 2021

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#### Department Update

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##### A. Department Update:

- Due to the pandemic all courses moved to online or synchronous
- Have been able to take the entrepreneurship class on fieldtrips as business's open back up
- Exploring a social media book as an elective for students

##### B. Marketing/Management Curriculum Update:

- New course MM 250 Leadership Development
- Course does not require a textbook
- Provide a basic understanding of leadership, theories, teamwork and ethical responsibilities of leadership
- 3 credit course and doesn't have any prerequisites, stackable and into a degree
- New Certificate MM 411 Organizational Leadership which creates the following pathway of stackable programs MM 409 (12-hour certificate) MM 411 (21-hour certificate) MM 218 (60-hour degree)

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## Strategic Planning & Discussion

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- A. Are the majority of your new entry-level positions filled by individuals with previous training or candidates you are training in-house?
- Sharp: entry positions at First National Bank start off as a teller/banker and they offer in house training to promote to promote from within
  - Tiggelaar: is a 4-year degree required, or if the candidate has a 2-year associate of applied science will still be considered and able to advance
    - o Sharp: will take candidates with a 2-year degree, and will train from within
  - Cullen: First Midwest Bank would require a 4-year degree and believes that maintaining a pathway into a four-year degree program is valuable.
- B. If there is an employer demand for training, what are your recommendations for getting more students into this training pipeline?
- Candidates need more communication and problem-solving skills
  - NIU added UBUS110 non-prerequisite course called Business in Action. Opportunity for Northern Illinois College of Business freshman students to focus on real life business problem solving solutions
  - Myles: the NIU hospitality and tourism management moved from the College of Health and Human sciences to the NIU College of Business. Students will have option to do a general track in Business administration or option to include hospitality and tourism management
    - o Kishwaukee College has an associate of applied science in hospitality management and hopes that this would open up pathways for Kishwaukee College Hospitality program to partner with the Northern Illinois College of Business.

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## Next Meeting

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Fall 2021 | Location and Time: To be determined.