
Business Administration Advisory Committee

Monday June 6, 2022
3:00 – 5:00 p.m.

Via Zoom https://zoom.us/j/647904793

**MINUTES**

3:00 – 3:05 Welcome and Introductions – Beth

* *Attendees: Damon Oliveto, Ryan Taylor, Irene Ferrante, LJ Bothell, Beth Braun, Jessica Custis, Karen Stash, Lucas Rucks, Shanon Reedy, Tim Sprangers, Shelai Chang, Lauren Hadley Minutes: J Gabriel*

3:05 – 3:10 Approval of Winter 2022 Meeting Minutes - Beth/All

* *Approved*

 3:10 – 3:15 Updates on Degree & Certificates as a result of Sustainable Leadership certificate - Irene

* *Changes to Sustainable Business Leadership Cert and current AAAS degrees, all start with BUS 217, Systems Thinking and BUS 217, (BUS, GENL BUS, ENTREPREN, MKTG, RETAIL certificates include). (attach)*
* *Committee approval/questions, what is included in BUS 217? (Irene read course description). Unanimous approval.*

3:15 – 4:00 Discussion - Irene

 Program Outcomes Assessment for Marketing Degree #2, 5

* *Marketing Curriculum Map- (attach) proposed changes to wording of program outcomes for Retail Mgmt. Make less specific, similar to BUS 135, Retail Mktg comes next.*

 DECA Fundraising/Project Based Learning

* *HS and Collegiate Deca. Needs rebuilding after pandemic, based on Shorewood HS program. Do a coffee cart for students. Need an espresso machine. What does the committee think of this? What is foot traffic like? Like a “ghost town”. Next academic year, apply for grant? There is a residence hall. Haven’t made budget projections yet. Ryan offered to help for free to help strategize fundraising. Good as an exercise for students. Damon’s team at Shorewood, $30k/yr ($80-90k in prev years), students donate their time. Ryan: What problem is DECA solving? (fundraising question). Starbucks is major competitor, and close to campus. Identify who benefits.*

 4:05 – 4:20 Enrollment/Updates from the College - Lucas

* *Enrollment for BUS, enrollment down by 30 students, modality/kind of student. 1/3 take online classes. 18-21, >18 down 600 students, 20% down statewide. Enrollment down with black and Hispanic students, rural students, little tech at home.*
* *Need new marketing techniques, workforce is declining. Q: Have we increased social media presence/marketing budget, in the last 12 months. Q: Can we increase access to tech and internet. Students may not have a quiet place to study.*
* Review of College Tableau Dashboard

<https://tableau.sbctc.edu>

 4:20 – 4:35 Dan and Damon

High School Program Updates 14 students at internationals. Adding 2nd line of business, apparel print shop to sell to boosters and students. AP Econ is coming back. 80 students in dual enrollment w/ SCC. Enrollments declining, but MKTG and BUS are steady.

 4:35-5:00 Recap/Wrap-up

5:00 Adjourn Beth

Scheduling – Will schedule next meeting through Doodle- *Next meeting in Fall*