

MINUTES

ACCOUNTING/BUSINESS/ MARKETING (MANAGEMENT)

Advisory Committee Meeting

October 15, 2020 at 1:00 pm | Meeting called to order by Chase Budziak

In Attendance

Members Present:

Helen Sharp - Branch Manager - First National Bank
Annette Keca – Teacher and Chair of the Business Department at Sycamore Highschool
Megan Woodruff – Northern Illinois College of Business
Christine Devliegar – Human Resources Manager – The Suter Company

KC Members Present:

Chase Budziak – Dean of Instruction
Joanne Kantner – Assistant Professor – Bus/Mkt/Mgmt.
Laurie Hoecherl – Professor – Mathematics/Teaching Chair
Bernie Pupino – Coordinator – Career Internships & Apprenticeships

Review of Last Semester Minutes

- The group agreed the minutes from the fall 2019 meeting were accurate.

Fall 2020 Enrollment

- College enrollment is down 14%. In regards to enrollment, the Business and Marketing Management departments are maintaining enrollment with a 5% decrease in the Business department and a 15.2% increase in the Marketing Management department.
- FY21 goal is to streamline our course offerings so that our programs utilize the same courses in the same semester. This allows us to run our classes that we have put on the schedule to typically run. Last two years we have not had to cancel many classes, due to streamlining our offerings.
- Northern Illinois University College of Business now accepts our Introduction to Marketing class so more demand for this course is expected.

2019-2020 Program Summary Data

- Joanne Kantner—Accounting, Business, and Marketing-Management are put together because many of those courses are used through Northern Illinois University and overlap. Looking at the benchmarks, we can see a very healthy program.

- A. Unduplicated Enrollments;
 1. Accounting - 110
 2. Business - 987
 3. Marketing Management - 110
 4. College mean - 255

- B. Retention;
 1. Accounting – 93.6%
 2. Business - retention was 90.2%
 3. Marketing Management – 89.3%
 4. College mean – 89%

- C. Success in the Course (A, B, or C)
 1. Accounting – 73.8%
 2. Business – 77%
 3. Marketing Management – 68.5%
 4. College mean--86.9%

- D. Capacity Rate for Fill
 1. Accounting – 57.6%
 2. Business – 81.7%
 3. Marketing Management – 65.8%
 4. College mean--76%

- E. Total Revenues versus Total Expenses
 1. Accounting – +\$18,862
 2. Business and Marketing Management – +\$104,751

Program Updates

Marketing Management/Sycamore University Program-

- Sycamore University Spring of 2019:
- City of Sycamore wanted Kishwaukee College to put a certificate for supervision, we came up with a supervision basics certificate with a list of classes we felt that were important
- Tammy Tiggelaar went o (ig)-.54 0 Td()Tj14 (a)-10 (n)-420 an,14 (a69 ()Tj0.005 5JMC ET/H1 Ø1 Tw [S]-8.1 (p)-)-2

- Club gives students network with other Business students, guest speakers, fieldtrips to Chicago Federal Reserve, Merchandise Mart, Leo Burnett advertising agency (SP20 on hold for COVID)
- Tammy Tiggelaar to open up to non-business program students
- Reaching out to Christine Devliegar (Suter) as guest speak through Zoom

Rockford University Articulation and Marketing Management Program

- Aligns the AAS-Marketing Management to an adult completion bachelor's general studies with emphasis in Business
- Targets adults who are already working but want to be promoted.
- All courses are completed fully online, so no travel to Rockford University is needed
- Also exploring with AAS Automotive Technology to expand the amount of courses towards a management/supervision pathway, not more automotive technical coursework.
- Looking at recognizing prior learning assessments.
- Tammy Tiggelaar--Rockford University is being very innovative in this regard, and hoping other universities would be willing to be open to this as well

Internship Opportunities

- Chase Budziak asks the committee if there are any opportunities that are on the horizon that we should consider? Partnership ideas we can pursue?
- Annette Keca—New department chair at Sycamore high School.
 - Meeting with principal Tim Carlson next week about ways to grow SHS business program.
 - Certain programs are thriving in the remote settings, business marketing and technology is that place
 - How can we get a really solid connection going and have a shared vision with Kishwaukee, as dual credit courses offer?
 - Mentioned many of her seniors interested in attending KC. This is the first year almost every student in the room stated they were going to attend KC.
 - KC would like to expand dual credit into office systems and Marketing Management. Chase Budziak will follow up with Terry Lynn Funston to explore and coordinate agreements.
 - KC will follow-up with Annette Keca to discuss potential future dual credit. College is interested to hear about the social media marketing courses SHS is offering

Needs/Issues/Topics in the Workforce

- Chase Budziak—Asked the committee if there is anything KC needs to incorporate into our program to meet business needs and trends. Are there industry certifications that business' value and do we have the content to remain current to business.
- Christine Devliegar—Mentioned three Suter employees currently attend Kishwaukee College. Suter created a new program called Emerging Leaders. Supervision Certificate may develop strength and succession planning. Sees a partnership with Kishwaukee College as helpful for next level of program. Goal is to develop leaders in the company.
- Suter is losing middle management and suggested bringing back Suter University. There are 30 in this group. KC shared can be credit or noncredit through continuing education. Faculty and CE can follow-up on something more short term also
- Chase Budziak wanted to state that our accounting instructor Everett Westmeyer, who has forged a great relationship with the Northern Illinois University accounting department is retiring at the end of this academic year.

- Thanked everyone as well as grateful to the committee for keeping Kishwaukee college current in the work force

Next Meeting

Spring 2021. Date and time to be determined.