Academic Program Review Recommendations:

Annual Progress Report – Spring 2022

The purpose of the Annual Progress Report is to facilitate the tracking of progress made on program recommendations/goals and to identify and explain the addition of any new program goals not listed in the most recent Review.

1. Name of Program: Business & Entrepreneurship

2. List goals from most recent [Program Review](#) and report on progress for each goal:

Recommendation One: Develop and establish Business Administration Advisory Committee.

Progress since last update: Goal Completed

In January 2022, Todd Meislahn discussed the issue with Dan Spatz who provided an initial prospect list for the Business & Entrepreneurship Advisory Board. Meislahn contacted everyone on that list including connections with various chamber of commerce Executive Directors as referral sources.

As of April 2022, Meislahn has participated in 12 meetings with prospects and referral sources and has commitments from three new board members:
- Steve Light – Freebridge Brewing
- Ted Valkov – Amity Labs
- Eric Proffitt – Business and Employment Specialist | Oregon Employment Dept.

The initial meeting took place at 9:00 AM on Tuesday, April 26, 2022. The meeting yielded significant useful information for planning the future of business and computer applications courses at CGCC. I have attached a summary of that meeting to this update as Exhibit A. The board will continue to meet between two and four times per year.

Recommendation Two: Develop strategies to increase outreach to potential students for Business Administration programs, and to provide support for enrolled students.

Progress since last update: Goal completed and ongoing

Offering all courses in the FlexConnect (hyflex) mode continues to be extremely popular with students. Surveys will be compiled after June 2022 as they were the prior year and results made available in another comprehensive report. We believe that the flexibility of this participation model will increase enrollment and retention.

In fall 2021, Meislahn met with the business instructor from Hood River Valley High School, Bill Sanders, to start the process of dual credit offerings at HRVHS. Several subsequent conversations have taken place and Sanders intends to offer the CGCCC BA150-Introduction to Entrepreneurship course at HRVHS during the 2022-23 academic year. Further, the dual credit process is currently being simplified and we will pursue additional dual credit arrangements going forward.

Recommendation Three: Develop courses, certificates and degrees to keep up with the ever-changing business environment.

Progress since last update: Goal completed and ongoing

The Entrepreneurship/Business Management AAS Degree, Entrepreneurship certificate, Accounting AAS Degree, and Accounting/Bookkeeping Certificate have all undergone fine-tuning revisions for the 2022-23 school year.

In addition, the new advisory board is specifically tasked with providing input on the current and future hiring markets, relevance of our existing programs, and needs for new programs.

As stated above, all courses were converted to the FlexConnect (hyflex) mode allowing students more flexibility and the opportunity for all-asynchronous degrees and certificates (notwithstanding any required courses outside of the Business & Entrepreneurship department).

Recommendation Four: Create full-time positions for part-time instructors including a new position and/or to replace former full-time instructor, (retired in 2015-16).

Progress since last update: Goal not completed

This goal is not relevant at the present time. Meislahn was hired for the full-time faculty position in September 2019. Additional full-time positions are unnecessary until sufficient enrollment is attained.

Recommendation Five: Prepare for next Five-Year Program Review

Progress since last update: Goal in process

In January 2022, Jarett Gilbert, VP of Instructional Services, announced the consolidation of Computer Applications, Office Systems, and Web Technology (CAWT) courses within the Business & Entrepreneurship department. The CAWT 5-year Program Review was scheduled for the 2021-22 academic year but will, instead, be included in the Business & Entrepreneurship 5-year Program Review scheduled for 2022-23. An annual progress report will still be provided in 2021-22 for updates to the 2017 CA/OS Program Review.

As a result of the consolidation, Meislahn performed an initial review of CAWT program and course completions resulting in several Curriculum Committee submissions to suspend one AAS program, five CPC programs, and two courses, as well as merge one CAWT course into an existing Business & Entrepreneurship course. All submissions were approved.

At present, the CAWT instructors are engaged in research and the 2016 Business Administration Review, as well as the 2017 Computer Applications and Office Systems Review, are being examined, all to inform the preparation of next year's Business & Entrepreneurship 5-year plan.

3. List any additional goals added since the most recent Program Review, and include the rationale for each new goal:

a) BA177-Payroll Accounting was suspended and removed from program requirements within the Accounting AAS and Accounting/Bookkeeping certificate. Rationale:

- Payroll accounting is covered in BA211 and BA212.
- The vast majority of small businesses today – and many larger enterprises – no longer process their own payroll, but outsource it to specialty payroll processing companies.

b) BA170-Program Management Fundamentals was created and made a requirement for the Entrepreneurship/Business Management AAS, Entrepreneurship certificate, Accounting AAS, and Accounting/Bookkeeping certificate programs. Rationale:

- Project management is a cross-discipline skill used in all departments within a business

c) In addition to BA170, add soft skills courses to better prepare students for employment. Course with topics such as problem solving, decision making, written and verbal communication, teamwork, teambuilding, and professionalism are currently under development. Rationale:

- Feedback from the advisory board and other research indicate a significant lack of basic people skill with the emerging workforce.

Update from prior annual progress report:

1. Create a Department Chair position. Rationale: To lead the department's recruitment efforts, bring the program in alignment leading to the capstone courses and Portfolio of accomplishments. To link the BA program with the Business and larger community including the BA Advisory Board.

Progress: Goal completed.

The recent focus on guided pathways resulted in a chair position for the Business pathway and Meislahn was elected chair (as the only candidate meeting the requirements).

2. Development of Accounting Degree capstone to provide value for graduates with a portfolio of work to aid in employment searches.

Progress: Goal not completed

To be considered for the 2023-24 school year within the Business & Entrepreneurship 5-year Program Review scheduled for 2022-23.

Business & Entrepreneurship Advisory Board
Tuesday, April 26, 2022
9:00 AM – 10:00 AM

Members present: Steve Light, Ted Valkov, Eric Proffitt
Members absent: none

<u>Meeting Summary</u>

Web technology:
- Struggle finding employees with affordable web technology skills:
  - Social media
  - Web presence
- Need more than just rudimentary knowledge of how to make a post, e.g., planning and timing for ongoing marketing visibility
- Looking for someone focused on their particular company, rather than outsourcing to a freelancer

Communication:
- Businesses have concerns about the lost art of communication - especially cross-generationally
  - Written and verbal
  - Interviewing
  - Resumé writing

Teamwork:
- Grads have skills, but can't communicate
- Can't find people who know how to lead

Soft skills:
- Employees severely lacking attributes:
  - Problem-solving
  - Resourcefulness
  - Creativity
  - Flexibility
  - Ability to learn quickly, understand, & adapt
  - Reading for content/speed reading
  - Data science skills
    - Statistics
    - Quantifying "what's going on in the company?"
- Even punctuality and attendance

General:
- Students need application (e.g., practicum/apprenticeship) in addition to the theoretical/book learning
- OK to choose skills with the highest payoff, but must *also* have additional skills beyond the technical, i.e., an entrepreneurial mindset
- Include soft skills in the CGCC marketing messaging