

General Business Advisory Meeting Minutes
Wednesday, April 14th 2021
3:30- 5:00pm
Lake Tahoe Community College
Zoom

Attendees: Brad Deeds, Jon Kingsbury, Amber Goligoski, Sara Fuchslin, Treva Thomas, Caleb Fry, Nancy Dalton, Doug Williams, and Joe Zarachoff.

Program Updates:

- The Business department has been showing consistent FTES
- Slightly up in enrollments
- Few cancelled courses
- Strategic planning of courses and modalities have proven to help students complete certificates and degrees in a timely manner
- Enhanced Virtual Education modality has given more flexibility to students to complete courses
- Student diversity: Females are slightly higher represented, Hispanic representation has increased over the years; 25-49 age range takes majority.
- High success rates in the Business department, one of the strongest departments in terms of degrees/certificates awarded

Member Updates:

- General discussion debating the pros and cons of online courses vs. face-to-face courses.
- Discussion of teaching and learning challenges during the pandemic- how has it impacted the business world?
- Some face-to-face services are opening up to students on a limited schedule at the college; library, enrollment services
- Efforts to increase student success include access to internet, Chromebook rentals, zero textbook costs
- Guided Pathways provides a map for students to see what classes to take, what professions could be options, salary rates, graduation timeline, etc.
- In looking at the Hospitality degree, there was feedback and discussion on how a Marketing course would be beneficial
- Introduction to the Purple Briefcase partnership, a way to connect employers with possible employees. Also allows students to do mock interviews and skill development.

Perkins: Perkins federal funding was discussed.