

General Business Advisory Meeting Minutes
Tuesday, April 12th 2022
3:00pm-4:30pm
Lake Tahoe Community College
Zoom

Attendees: Brad Deeds (Dean of Workforce Development and Instruction/LTCC), Joe Zarachoff (Owner/Affordable Business Services), Sara Hunter (AA to the Dean/LTCC), Treva Thomas (Faculty/LTCC), Caleb Fry (Founder and CEO/Vacation Rental Assistant, LLC) and Amber Goligoski (Program Coordinator of Work-Based Learning/LTCC)

Program Updates:

- Business (BSN) continues to be a high functioning program; strong enrollments, Full Time Equivalent Students (FTES), large numbers of completers in certificates and degrees, and the course success rates are high.
- DE courses have been very successful; works well with a variety of schedules and draws in students from many different locations around CA and the country.
- Accounting is an area that has seen stronger numbers than usual, with students completing the sequence.
- Transition back to Face to Face (F2F) classes has begun. The demand for Distance Education (DE) classes is still there, as many have adapted to school being fully online during the pandemic.
- Female student success rates in BSN are 83%, which is above the College average.
- The age group of 25-49 has the strongest success rate, people around this age are typically taking these classes or pursuing a degree or certificate for a specific purpose.
- The transfer degree continues to be the most popular by far. A number of students also target and complete certificates of achievement. It was recommended by industry attendees to look at prioritizing the associate degree for transfer after discussion of the multiple local degrees available.

Member Updates:

- Caleb: The pandemic and fire changed a lot of things; they are much more remote friendly at his business. Many people relocated during the pandemic from the Bay Area- causing a surge in real estate prices and rentals. They luckily have been able to retain staff, but there have been challenges.
- Joe: Local businesses want people who are comfortable with computer programs and have strong customer service skills.
- Local business often reach out to the Business Department for recruitment.
- Some business will pay students to take specific classes at LTCC to help develop their skills.
- Local businesses could benefit from hiring a person with a specific certificate vs. a generalized Business degree; which students can obtain faster than a 4 year degree.
- Curriculum that is focused on small business, administration, human resources, accounting, customer service, marketing is the content that would be most valuable to real-life careers. To focus on small business (vs. larger corporations) would reflect most students' local opportunities.

Perkins: Perkins federal funding was discussed.

