

WVNCC Business Studies Advisory Committee Meeting Friday, October 27, 2017

Committee Members Present: **Pat Roper**, *WVNCC Business/Accounting Program Director*, **Scott Owen**, *WVNCC Business Instructor*, **Jill Loveless**, *WVNCC VP of Academic Affairs*, **Robert Babinchak**, *VP WesBanco Employee Benefits Division*, **Julie Cunningham**, *Human Resource Mgr. Orrick, Herrington & Sutcliffe*, **Glenn Elliott**, *Mayor, City of Wheeling, WV*, **David Glatz**, *CPA*, **Olivia Litman**, *Marketing Director, Whg., Ohio Valley Convention & Visitors Bureau*, **Matt Porter**, *Human Resources, Production Manager, Ziegenfelders*, **Pam Sharma**, *WVNCC Dean of Academic Affairs*, **Charlene Stokes**, *WVNCC Associate Professor, BA*, **Erikka Storch**, *President Wheeling Area Chamber of Commerce, WV House of Delegates*

I. Welcome and Introductions

Pat Roper called the meeting to order at 11:30 a.m. She began the meeting by welcoming the committee members and having each member introduce themselves.

II. Review of Course Requirements

AAS Accounting

Pat Roper asked for feedback on what requirements for the AAS Accounting degree are effective and which ones are outdated.

Recommendations:

- It was recommended that Excel, Word and PowerPoint be part of the requirements.
- A discussion regarding keyboarding skills raised some questions as to whether or not it should have been taken out of the curriculum as many do not have typing skills.
- More training for Social Media on how to market oneself. Social Media can also help you claim your business. It was suggested to work a speaker into the capstone class. (Justin Seibert knows a lot about Google).
- Dave Stoffel stated that the CIT-117 Microsoft applications course covers Microsoft Office applications (email, word processing, spreadsheet, database, and presentation applications). These can be added to other courses as components.
- E-commerce is important. Virtually every business is a computer business.
- Soft skills are critical (communication via email, business letters, etc.) Students seem to be lacking these skills.

AAS Business Administration

Recommendation:

- Orrick stated that they need basic analytics. WVNCC is designing that now. Orrick can provide internships for data analytics.

III. Discussion on Elimination of Internship

Pat Roper asked for feedback on eliminating the Internships.

Comments/Recommendations:

- It is difficult to place students, as many already work.
- Take the capstone and tie in all the students have learned.
- WVNCC is looking at an online capstone course through MindTap. Since the program is funded through Perkins, a Major Field Test is required and the capstone would aid students in preparing for such a test
- Shadowing or a mentorship can be added to the capstone. Last year cost accounting went to Ziegenfelders and it was very successful. All were in agreement with shadowing and/or mentorship.
- Draft a letter to local businesses and ask for participation in the capstone. Erikka Storch will provide an electronic list of businesses and non-profits.

IV. Where does the Advisory Committee see our two-year business and accounting degrees creating value in the local community in the next 5 years?

We want students to love it here, but it is difficult to get them to stay in the area. The biggest focus on the city is that we are losing population. We need to provide a pathway for people to stay here.

Sixty-seven percent (67%) of our students are under the age of 24. The mindset of how parents view community colleges has to change. There are many advantages in attending community college. If students chose WVNCC, they will not be burdened with the same debt as a 4 year institution. They can take their general education courses here. We need to get this information out there. Community Colleges have value. Local businesses can be our best champions; we should utilize them.

One area of weakness is career counseling. Students could shadow or help local businesses with tasks they do not have time to do. Faculty can bring in guest speakers to discuss their businesses and/or a specific career path. Make a career connection.

V. Meeting Adjourned

Pat Roper thanked everyone for their participation and comments. Meeting adjourned at 12:35 p.m.

Respectfully submitted,

Terri Klepack
Administrative Assistant
Academic Affairs Department