

West Virginia Northern Community College
Business Studies Advisory Committee Meeting
Friday, October 19, 2018

Attending: Tim Bidwell, Hazlett Burt & Watson; Patrick Ford, Executive Director, Business Development Council of Northern Panhandle; Erikka Storch, President Wheeling Chamber of Commerce; Jessie Lim, CPA, Pandhandle Cleaning and Restoration; Frank O'Brien, Director of Wheeling Convention & Visitors Bureau; Matt Porter, Production Manager, Ziegenfielders Company; Dr. Pam Sharma, WVNCC; David Stoffel, WVNCC; Charleen Stokes, WVNCC; Scott Owen, WVNCC; Pat Roper, WVNCC.

Absent: Mayor Glenn Elliott, Wheeling; David Glatz, CPA, WVNCC.

Pat Roper opened the meeting with introductions. First topic of discussion was about the decision last year to end the Internship requirement and replace it with a Capstone class. The Capstone class is comprised of three components:

1. Online coursework using a program called "MindTap" for Business. This material covers Accounting, Economics, Management, and Marketing all of which are included in the national exam (Major Field Test) that business students have to take as a requirement for Perkins Funding.
2. Project—Accounting students are given a comprehensive problem for a fictitious company to complete the accounting cycle. The problem consists of three parts, completed using Excel. The parts are financial accounting; cost accounting; and financial analysis. Business Administration majors complete the cost accounting component of the accounting project; and they also complete a business plan; marketing plan; SWOT analysis, or other report/paper based on their interest.
3. Course is going to be converted to a "hybrid" with students required to attend an in person session once a month where guest speakers will be invited to talk to the class.

Pat Roper then talked about discontinuing the Executive Administrative Assistant program and asked the committee members if they hire people with this degree or see a need for this degree.

Pat Ford asked what sort of skills this degree provided the students, and Pat Roper stated accounting, Microsoft Office, marketing, and business communications. Ford stated that he needs people who can perform duties such as invoicing, collections, handling phone calls, spreadsheets, power points, etc. and that he has a hard time

finding people with these skills. He thinks we should keep the program. Other businesses need these people also.

Charleen Stokes stated that WVNCC and businesses need to do a needs assessment.

David Stoffel stated that businesses are not willing to pay what a person with an associate's degree should be paid.

Pat Ford replied that businesses don't necessarily need someone with a two-year degree. What is needed is a program that would sharpen a person's skills in office work.

Scott Owen proposed that a certificate program would be the answer.

Charleen Stokes told the committee that if the businesses tell us what they need, WVNCC will make every effort to provide the needed training.

Matt Porter reported that Ziegenfelders sent some employees to take computer classes at WVNCC and it made a huge difference.

Judi Hendrickson told the committee that she felt colleges should offer a business etiquette class because so many young people in today's world don't know how to handle themselves in social and professional environments.

Frank O'Brien stated that hospitality training is extremely important.

Jessie Lim asked what a salary range would be for a person with a two year degree in business. She stated that small businesses can't offer more than \$11-\$14 per hour.

David Stoffel told the committee that discontinuing programs is not all bad because we need to make connections between what students want and business needs.

Pat Ford told the committee he feels a refresher course on business etiquette would be helpful.

Scott Owen stated he likes to empower and motivate students, and he is big on stressing human relationships and instilling self confidence in them. People don't seem to know how to communicate.

Jessie Lim said attitude is very important.

David Stoffel said that the real problem is how the older generation can work with the younger generation. He believes the older generation needs to change. We need to develop different methods to make it work.

Pat Roper then discussed a new Certified Bookkeeper program that we could offer through our Workforce Development program at WVNCC. Pat Ford feels that titles such as "bookkeeper" are outdated. We need to create better names of positions to entice more students. For example, a secretary is now called an administrative

assistant. This might allow businesses and colleges a better chance of selling it to students. WVNCC needs to educate the public on the need and “sexiness” of the job.

Pat Roper then mentioned that faculty and staff at WVNCC have an opportunity to obtain “mini grants” for their programs, and asked the committee members if they could think of any innovative ideas for these grants that would help our students to be more valuable to businesses.

Scott Owen suggested that we have a forum where the college and businesses get together to discuss further needs of the community and what the college can provide. Perhaps it could be called “The Upper Panhandle Communication and Etiquette Forum”.

Pat Ford suggested we have all five counties involved and offer a 3 day forum. Pat Roper suggested a possible mini grant to do this.

Matt Porter then spoke about opioid addiction in the valley. He said that if we don’t create a business population that responds to this issue then it is bleak. Zigenfielder has had to adapt to this problem in order to have a workforce. The company has employees who are “recovery coaches”. He also stated that businesses have the greatest impact in creating opportunity for second chance workers. Porter stated that hiring must be done on a case by case basis, and that hiring people who have been addicted has worked out well for their company. They have even graduated some of these workers to higher positions and they now serve as mentors to others.

Erikka Storch said there are federal bonding programs that employers can use.

Pam Sharma told the committee there is a cultural shift and that we must move in a new direction. “Believe”.

Pat Roper thanked everyone for their attendance and input.

Minutes respectfully submitted by Judi Hendrickson.