



Business Administration Advisory Committee

Monday, February 24, 2025, 4:00 – 5:00 p.m.

Via Zoom <https://us02web.zoom.us/j/89146822418>

MINUTES

Advisors Present: Becky Doe, Ryan Taylor, Greg Beach, Lily Keeffe

Advisors Absent: Beth Braun, JJ Kim, Tim Sprangers, Damon Oliveto, Dan Gallagher, Dan Girgis

Staff Present: Jessica Custis, Lucas Rucks, Renda Palo, Carl Roer, Jennifer Nelson

4:00-4:05 Welcome and approval of minutes Jessica Custis

- Committee approved Winter 2025 meeting minutes – 5/5/25

4:05-4:10 Introductions.....Jessica Custis

4:10-4:25 Serving on an Advisory Council Jessica Custis and Lucas Rucks

- Expectations and time commitment
- Role and purpose of advisory committees
 - Chair Responsibilities
 - General Member Responsibilities
- Committee Administration and Structure
- Annual Plan and Advisory Activities
- Public Engagement and Advocacy
- Best Practices for Advisory Members

4:25-4:30 Business Program Degrees & Certificates.....Jessica Custis

- **AAAS Degrees**
 - Business Administration AAAS
 - Entrepreneurship AAA
 - Marketing AAAS
 - Associate in business – Direct Transfer Agreement (DTA)

4:30-4:35 Goals: 2025-2028 Academic Year Business Program..... Jessica Custis

- Establish business industry partnerships.

- Strengthen business mentorship program.
- Enhance business student engagement and professional development.
- Board members to send any missing goals to Jessica by March 3, 2025.

4:35-4:45 DECA Update.....Renda Palo

- Overview of collegiate DECA
 - Benefits
- Competition dates, categories and event overview.
- Reach out directly to Renda Palo if you are interested in volunteering with DECA.

4:45-4:50 Dean's Report..... Dr. Lucas Rucks

- College Enrollment Trends and Growth
 - Lucas provided an overview of the college's student population and enrollment trends. The student body is highly diverse, with a large ESL and refugee population, as well as about 600 international students per quarter. Approximately 55% of students plan to transfer to universities, while 45% seek college credit for immediate employment. Unlike nearby community colleges, this institution has more full-time students. Enrollment has increased for eight consecutive quarters, with a recent return of the 17-22 age group, particularly among male students.
- Recruiting Events and Advisory Meeting Plans.
 - Lucas discussed upcoming recruiting events on March 4th and in April.

4:50-4:55 Committee Chair Election

- Since not everyone was present at the meeting, vote will be conducted via email. Those interested in serving as Chair, should email both Jessica Custis and Jennifer Nelson by **Friday, February 28**, with the following:
- A brief introduction of yourself
 - Why you want to serve as Chair of the Business Advisory Council
 - What you hope the council will accomplish in its first year
 - Any additional information you feel is relevant
- On **Monday, March 3**, Jennifer will send out an email with voting instructions. Votes should be submitted directly to her for tallying. Once the votes are counted, Jessica will send an email announcing the new Chair.

4:55-5:00 Open Forum Q & A

4:55-5:00 Next Meeting: Spring 2025

- Jennifer will send out a Doodle poll to schedule a meeting the second or third week of May.

5:00 Meeting Adjourned