

## **Computerized Small Business Management Advisory Meeting May 6, 2022**

### **Advisory board members present at ZOOM meeting**

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Report was given on the changes to the program and the method of presentation over the past year. The committee met via ZOOM that exemplified the biggest change to the program. The students are now served using a combination of internet classes, ZOOM meetings and site visits. The ZOOM portion has been extremely popular and very efficient for both the instructor and the student. The students get better access to the instructor and the road time has been greatly reduced.

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### **Highlights of 2021-2022**

- **Tighter Budgets**

The tighter budgets have prompted changes toward better efficiency. As a result, students were transferred to ZOOM that was the best solution for both the student and the college. Positive change-- Increased Use of ZOOM

Because of the use of ZOOM I am more efficient and am more accessible to my students.

- **Travel to sites 1 time a year with monthly if not weekly visits via ZOOM**  
I have reduced my travel time to 1 site visit in addition to new student initial visits and emergency visits regarding situations that cannot be handled via ZOOM
- **Covid-19 restricts travel but ZOOM is my platform and meetings have continued.**

### **Program Changes**

- **Currently no new classes have been added**
- **Emphasis on better information for the student regarding their business decision making skills.**
- **My retirement date has been set at August 1, 2023**

### **Marketing the Program**

The college is advertising the program and have updated their website. However, most of the marketing falls on the back of the professor and word of mouth recommendations.

**Cost of the Program**

The cost of the program is reflective of the cost of tuition. There was a tuition freeze for the last 2 years with a slight increase in 2021-2022 and possibility of continued stabilization of tuition.

**Scholarship Suggestions for students**

- Minnesota Grants possible—but businesses must include assets of business thus throwing most students out of the mix.
- SWIF gives scholarships to their loan clients as part of their education requirements.

Minutes Respectfully Submitted by,

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