

Administrative Support Programs Advisory Committee Meeting Minutes  
Thursday, March 22, 2018, 4:30 – 5:30 p.m.  
Minnesota West Campus ITV Studios:  
Granite Falls – Room 200E  
Pipestone – Room 206  
Worthington – Room 209

The Administrative Support Programs Advisory Committee for Minnesota West Community and Technical College met via ITV on March 22, 2018. Members in attendance included Karina Amezcua, First-Year Student Representative; Barb Hussong, Worthington Police Department; Brenda Kellen, Marshall High School; Susanne Ladd, Second-Year Student Representative; Ashley Prins, Bedford Industries; Penny Troe, Worthington High School; Tricia Zimmer, North Star Mutual Insurance Company; Paul Lanoue, Minnesota West – Dean of Agriculture and Business; Angela Hoffman, Minnesota West – Administrative Support Program Faculty.

Welcoming remarks and the introduction of advisory committee members occurred.

The minutes of the April 6, 2017, meeting were reviewed. Motion to approve the minutes was made by Barb Hussong, seconded by Ashley Prins. Motion passed.

#### **COLLEGE UPDATES**

Paul Lanoue welcomed committee members to Minnesota West on behalf of President Gaalswyk and himself. Paul shared information about Minnesota West's recent reorganization and highlighted key points in Minnesota West's 2017-2023 Strategic Plan. Minnesota West experienced enrollment growth for the 2017-2018 academic year. Due to the college's increased enrollment, retention rates, and graduation rates, the college will receive a budget increase. Minnesota West will be investing the dollars in our students and in our programs with a desire to achieve future growth. Minnesota West was again named a top online college (#3 in the nation) and the #1 Community College in Minnesota by bestcolleges.com. The Worthington Campus will welcome the addition of student housing beginning in the Fall of 2018.

#### **PROGRAM UPDATE/DATA**

The program with the largest enrollment continues to be the Administrative Assistant, AAS. Like the college, the Administrative Support Programs have seen an increase in enrollment from Fall 2016 to Fall 2017. The majority of students attend full-time and the regions with strongest program enrollment continue to be in the Marshall, Granite Falls and Worthington areas. Approximately 10-15 graduates are anticipated this academic year.

NOCTI testing for this year's graduating students will again be completed in April and May. Last year, three students participated in the voluntary test. An average of last year's assessment results show the students performed at or above the state and national averages in all areas tested except in Records Management and Working in the Office Environment where the results fell below the state average. Adjustments and additional emphasis on the records management and accounting areas were implemented in Fall 2017 courses.

The results of the Class of 2016 Graduate Follow-Up Summary Report were shared. Angela Hoffman noted further review of the information and details of the report is necessary.

#### **RECRUITMENT & MARKETING**

Recruitment - Events attended to promote the Administrative Support Programs this academic year include: Career Expos held at Minnesota West in Worthington and at SMSU in Marshall, MN, Worthington High School Career Day, and the Fairmont Area Career Exploration Day. As the majority of students enrolled in the program are typically women ages 20-45 (target audience of the events attended is high school age), discussion and advice from committee members for marketing and recruitment ideas were requested. The advisory committee members offered the following ideas and thoughts regarding recruitment and marketing:

- Promote the flexibility of the program – part-time/full-time; online; Allows for the ability to continue working while also furthering education
- Attend Women's Expo events in the region to increase interaction with target audience
- The promotion of career and technical education in general could affect program enrollment positively

Scholarships - Angela Hoffman informed the advisory committee of efforts to promote Minnesota West Foundation scholarship opportunities to both new and current students. Three scholarships are specifically geared towards students in the Administrative Support Programs: Administrative Assistant Scholarship, Granite Falls Bank Administrative Assistant Scholarship, North Star Mutual Insurance Administrative Assistant Scholarship.

Business visits and serving on the college Enrollment Monitoring Committee are allowing program faculty to gain insight into both the college and regional employer's recruitment needs and activities.

## **NEW PROGRAM**

Angela Hoffman introduced the Virtual Assistant, Certificate program to the advisory committee. The program is geared toward the professional who works typically alone, from their home or office rather than from an employer's location. No specific curriculum has been identified at this time, but foresee the program involving the collaboration of several different departments within the college.

Discussion and feedback for the new program was positive in nature. Committee members identified curriculum needs in several areas such as written communication, customer service skills, video conferencing (latest technologies), data/file management and security, and ethics. Committee members perceive the certificate should be marketed to employers rather than individuals as the certificate could provide many benefits to employers (ability to address workspace needs, environmental issues, flexible scheduling needs, temporary job vacancies, etc.). The certificate would provide opportunity for individuals to work in regions they do not physically reside in.

## **PROGRAM OR CAREER TRENDS/ISSUES**

Students currently enrolled in the program provided their individualized feedback on the Administrative Support Programs. Feedback was positive relating to the program content and the organization and structure of courses.

The next meeting will be held spring of 2019 unless deemed necessary due to program or curriculum reasons.

Meeting adjourned.

Respectfully submitted,  
Angela Hoffman