

ADMINISTRATIVE SUPPORT PROGRAMS

Advisory Committee Meeting Minutes

Tuesday, March 19, 2019

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 19, 2019. Those members in attendance included Lynn VanderPlaats, Mindy Eggers, Barb Hussong, Jamie Olerud, Ashley Prins, Penny Troe, Marcy Heemeyer, Brenda Kellen, Rachel Popowski, Angela Hoffman, and Judy Tebben.

The minutes of the 2017-2018 meeting were reviewed and approved.

COLLEGE UPDATES

- Enrollment at Minnesota West increased 3.1%. Other Minnesota State colleges experienced an average 5.5% decrease in enrollment.
- Minnesota West is working on the following strategic investments:
 - Plumbing program in Pipestone
 - Replicating the Power Line program in Granite Falls
 - Expanding the Welding program in Jackson
 - Replicating the Dental Assistant program in Luverne
 - Renovating/Remodeling the Wind and Electrician labs in Canby, the Nursing labs in Granite Falls and Pipestone, and the LARC in Worthington
- Reviewed the economic and social contributions Minnesota West provides to the communities we serve. See attached.
- Minnesota West was recognized as a military friendly school.
- Bestvalueschools.org named Minnesota West the #1 online college in Minnesota.

PROGRAM UPDATE/DATA

- Fall 2018 program demographics were shared with the group (see attached)
 - Graduating in the 2018/2019 academic year:
 - 10 Administrative Assistant A.A.S.
 - 5 Administrative Assistant Diploma
 - 3 Receptionist Certificates

- NOCTI Assessment results from the previous academic year were reviewed
 - Six students participated
 - Five of the six students scored at or above the state and national levels
 - Overall assessment revealed an increase in scores from previous years in records management and accounting

MARKETING/RECRUITMENT

- Minnesota West's Marketing Department has successfully moved the program up toward the top hits in social media advertising. The program is experiencing growth in outreach to out-of-state prospects.
- Other marketing efforts
 - Career fairs
 - Women's Expos
- The committee discussed Post-Secondary Enrollment options for students from area high schools.

PROGRAM OUTCOMES REVIEW/DISCUSSION

- Discussed and reviewed Administrative Assistant A.A.S., Administrative Assistant Diploma, Receptionist Certificate, and Office Management A.S. program learning outcomes. The Administrative Support instructors will be revising the program learning outcomes to better align with the current curriculum and has asked for advisory committee input. Initial observations shared were outcomes that focus on oral communication, proofreading, and business document formats.
- The committee was asked to review and contact program instructors with suggestions for revisions, additions, and deletions.

LABOR MARKET DISCUSSION

- The committee discussed the skills acquired in the program would prepare students for a variety of positions in our communities, not just those labeled *Administrative Assistant*, with an example of a Claims Technician at North Star Mutual Insurance Company.
- There doesn't seem to be a skilled labor shortage in our area as evidenced by a recent search by Bedford Industries that yielded over 90 applicants resulting in 8 interviews.

The next meeting will be held spring of 2020 unless program/curriculum issues come up before that time.

Respectfully submitted,

Judy Tebben

Administrative Support Program Demographics – Fall 2018

Program

Administrative Assistant, AAS (60 credits)

Full-time – 6
Part-time – 9
Total: 15

Administrative Assistant, Diploma (35 credits)

Full-time – 3
Part-time – 2
Total: 5

Receptionist, Certificate (17 credits) 1 semester

Full-time – 2
Part-time – 1
Total: 3

Office Management, AS (60 credits)

Full-time – 2
Part-time – 2
Total: 4

Full-time Status: 48% (13)

Part-time Status: 52% (14)

Gender

Female – 88% (24)
Male – 12% (3)

Ethnicity

White – 78% (21)
Hispanic – 15% (4)
Asian – 7% (2)

Age

18 to 20 – 11% (3)
21 to 24 – 30% (8)
25 to 29 – 11% (3)
30 to 39 – 30% (8)
40 and over – 19% (5)

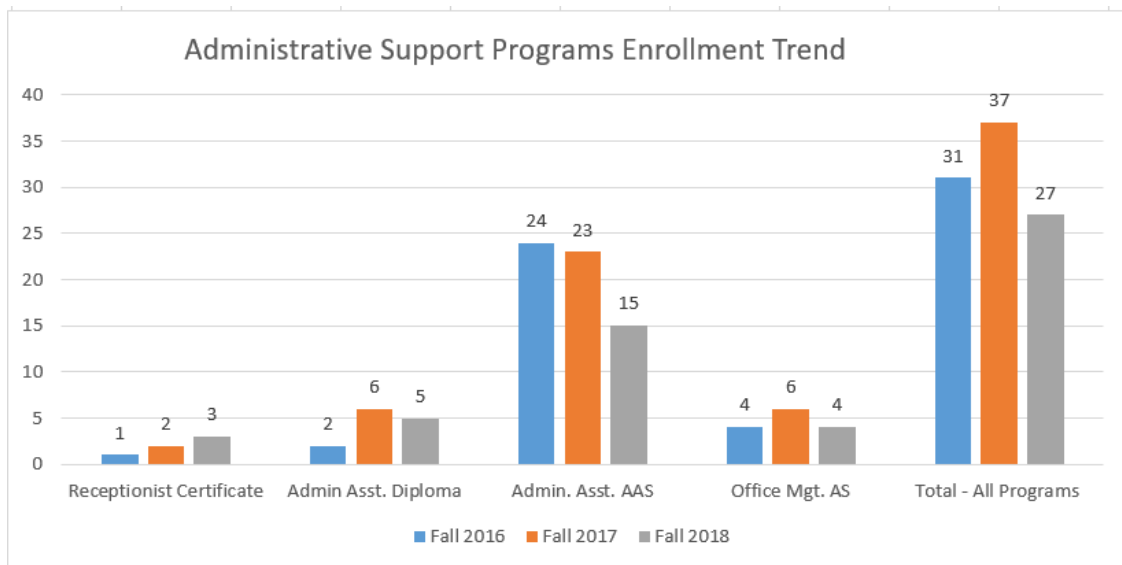
Where are the Students From?

Fall 2018

State	City	Headcount	Percent
MN	Bigelow	1	4%
MN	Blaine	2	7%
MN	Clarkfield	1	4%
MN	Cottonwood	1	4%
MN	Easton	1	4%
MN	Fairmont	1	4%
MN	Jackson	1	4%
MN	Luverne	1	4%
MN	Marshall	1	4%
MN	Montevideo	1	4%
MN	Mountain Lake	1	4%
MN	Pipestone	1	4%
MN	Storden	1	4%
MN	Tracy	2	7%
MN	Watson	1	4%
MN	Windom	1	4%
MN	Willmar	1	4%
MN	Worthington	5	18%
SD	Sioux Falls	1	4%
SD	Volga	1	4%
WI	La Crosse	1	4%

% rounded

Three Year Enrollment Trend





Minnesota West Community & Technical College

Learn with Purpose

The tremendous geographic impact of Minnesota West Community and Technical College (Minnesota West) is marked by five campuses and two center locations spread across 21,000 square miles, which span 19 southwestern counties. Its footprint defines a unique mix of community combining history, traditions, philosophies, and cultures, distinguishing Minnesota West from all other colleges in the state. Its nearly 900 degrees, diplomas, and certificates awarded annually, with 80 percent of graduates living and working in Minnesota, define the role Minnesota West plays in training the state's workforce.

Minnesota West was named a top online college for the third year in a row and #1 Community College in Minnesota as well as #3 online college nationally by bestcolleges.com. Minnesota West has also been recognized three times as a Top 150 Community College by the Aspen Institute, 10 times as a Digital Survey winner, and a Military Friendly school since 2012. Annually more than 9,000 students come to Minnesota West from 39 states and 10 countries.

Minnesota West is an educational treasure in southwest Minnesota making a significant impact.

Minnesota West Community and Technical College generates **\$128.6M** in economic impact per year



\$7.5M in state and local revenue



886 graduates annually

\$1.3M in community contributions



Supports and sustains **1,140** JOBS

Generating Impact in Minnesota

- Minnesota West generated an economic impact of \$128.6 million. This includes a direct impact of \$66.1 million and indirect/induced impact of \$62.4 million.
- Operational and capital spending in the State of Minnesota generated \$55.6 million of the total impact and \$73.0 million from student and visitor spending.

Supporting and Sustaining Jobs in the State

- Minnesota West directly employs 334 people.
- Overall, Minnesota West supports 1,140 Minnesota jobs (724 direct and 416 indirect/induced).

