

Minnesota West Community & Technical College
Computerized Small Business Management Advisory Meeting
May 2, 2019

Advisory board members present at Adobe Connect meeting

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Members viewing the meeting by Adobe Connect after the session was over:

Lisa Fitzner, (F) student, Fitzner Inc. 320-329-7728 renvillesales@centurytel.net

Cory Jenson, (M) student, Country Enterprise, 507-474-2574 cory@countryent.com

Report was given on the changes to the program and the method of presentation over the past year. The committee met via Adobe Connect that exemplified the biggest change to the program. The students are now served using a combination of internet classes, Adobe Connect meetings and site visits. The Adobe Connect 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 2018-2019

- **Tighter Budgets**

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

Program Changes

- Currently no new classes have been added
- Emphasis on better information for the student regarding their business the better the better the decision making skills.

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 2018-2019 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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