

## **2010-11 Business & Broadcasting Advisory Board Business Department**

### **Commerce, Allied Health, Technology & Safety Division Central Wyoming College**

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## **Advisory Council Kick Off**

### **Business and Entrepreneurship Council**

#### **Meeting notes**

#### **Questions/Comments from council members:**

- **Steve Mossbrook** wanted to know if our A.A.S. in Business Management really prepares graduates to become frontline managers when they leave the college. He thought that it was more likely that they'd also need quite a bit more experience before they could actually manage a staff. He does not see it as a preparatory degree for a frontline manager because of how much they'd need to learn in addition to what they got from the degree.

#### **Accounting discussion on Bookkeeper Certification as part of A.A.S. in Accounting**

- **Steve Mossbrook**-would've saved me a couple of unfortunate hires –wasted a lot of time training people who had no idea what it actually took to be a bookkeeper. This would be a good tool for them to gauge whether or not they are really interested in becoming a bookkeeper.
- **Debbie Brasil**-Not sure if it would make a difference in who she hired at the hospital.
- **Cliff Root**-Doesn't do the hiring at BTI, however; credentials are a step in the right direction and it could only help the student later on in their career.
- **Tanya Santee**-May be something nice to have but not necessarily needed
- **Travis Koehn**-The certification may help us ease the minds of our clients in that if we were to hire someone with this certification, owners would put more trust in our bookkeepers to do the job right (because of the training they've received).
- **Margie Rowell**-Would need to see curriculum before giving approval or disapproval of the program. It's scary to me how many people can claim to be bookkeepers and not have a clue what they are doing. They can ruin not only their lives but the lives of many others because of taking on work they cannot handle and coming up with incorrect figures. Not sure if this would help that area of concern for me.
- **Travis Koehn**-Lots of demand for good bookkeepers, not sure if this certification would fix that.
- **Tanya Santee**-Would work well as a capstone to the program, may add credibility.

### Entrepreneurship Program-Is it needed?

- **Margie Rowell**-Wanted to know how many LCCC grads actually turned their entrepreneurship degree into a new small business. **\*\*NEED FOLLOW UP ON THIS QUESTION\*\***
- **Roger Bower**-We need small business owners like plumbers and electricians. The program would be a great thing but doesn't necessarily need to focus on only the innovative aspects of starting a business. We still need people with trade skills to own their own business. This would be a ripe area for Community College training. A major benefit for many would be the ability to stay in their hometown and receive the training they need.
- **Steve Mossbrook**-I see the value not as much with your traditional student population but with your non-traditional students who've worked in the field for 10 years and now want to take the skills they've learned and open their own business. Many have no idea how to operate their own business but are very skilled in their trade. Need to have this as primarily a night school option so they can work during the day and come to classes at night.
- **Roger Bower**-Another big advantage of the program would be to show students that maybe their idea isn't as good as they thought and that after they've done all of their homework they can walk away from it and look for something more profitable.
- **Scott Goetz**-Evening curriculum would work best. Used the example of a business owner in Lander who's ready to retire and trying to sell the business to a long tenured employee. This employee would need training but would never be able to attend during the day.
- **Tanya Santee**-Mentors can be a good or bad thing...not always needed, need to know their true motive.
- **Margie Rowell**-I don't see this being an either or option for night OR day classes. I think you need to open up these classes to all students, not just non-traditional students.
- **Phil Christopherson**-Need to learn from failure and figure out why it happened in order to gain an understanding of what works and what doesn't. It would also be helpful for your students to know that there are resources available to them. They don't have to go it alone.
- **Margie Rowell**-Would be great for me to work with the faculty of this program as business counselors to her clients.
- **Norma Atwood**-I'm not seeing the starting the business area as the big failure, rather, it's when these businesses try to expand that they get into trouble. Adding employees is a big problem for them because they don't know how to manage staff.
- **Roger Bower**-Basic skill sets are needed, students need to know where their money is and what it's doing at all times so as not to be taken advantage of. It's happening all over America right now and we need to quit being so naïve.
- **Tanya Santee**-Being able to recognize the resources available to them will be huge. A lot of them don't know where to go to start.
- **Steve Mossbrook**-Within a business, I hire people who I think have that entrepreneurial spirit. The main reason for this is because if I want to promote them to head a part of my business, I want them to be thinking about how we can grow and get better and not just thinking of it as a

job. This program would be a great added skill set for current higher level managers with little to no training in entrepreneurial studies.

- **Roger Bower**-I will give \$1,000 from the Wyoming Business Council for a business plan challenge for students in your program to figure out how to make it work. ***\*\*NEED TO FOLLOW UP ON THIS\*\****
- **Steve Mossbrook**-Yellowstone Development District also has funds available for those entrepreneurs just starting out who don't quite have enough funding from their bank. They are high risk funds.

**Everyone in attendance believed that the program WAS a necessity for our community.**

## **BUSINESS/ACCOUNTING/ENTREPRENEURIAL**

Spring 2013

The Business/Accounting Department Advisory Committee is in a state of flux. In May 2012, a meeting was held for the advisory committee. While thirty individuals from the community were invited by mail and confirmed by phone, only two individuals attended. An intense search is being conducted to find advisory committee members who are interested in improving the Business/Accounting programs.

Because the Associate of Science, Business Administration and the AS, Accounting programs are articulated with the University of Wyoming, changes to the programs are difficult to make. Primarily, Business/Accounting faculty's focus is to the Associate of Applied Science degree programs.

In an attempt to gain insight into what changes are needed, faculty have been contacting community members to solicit input. There seems to be consensus on what students need:

- Improved communication skills (both written and verbal including such basics as spelling);

- Soft skills such as conflict resolution, taking responsibility for action, honesty, and integrity;

- Computer skills especially using new social media software;

These areas will be emphasized during program review and alterations to the AAS programs.

An advisory committee meeting will be held on campus during the Fall 2013 semester. A list of new advisory committee members is currently being developed. Faculty will continue to garner input from interested community members.

