**Advisory committee meeting**

**3.28.16**

**Attendees: Michael Kraft, Dr. Nancy Vizenor, Bill Prescott, Michael Dennis, Chris Gaines**

**Agenda:**

* Introductions
* Review of current program and certificates
* Discuss trends in industry and activities at HSU
* Discuss how to improve our programs to better meet needs
* Next steps

**Notes:**

**Digital “toolkits” are absolutely essential for success and employability**

* Adobe creative suite (or similar)
* SEO, Google analytics, social media analytics
* Google Apps
* Social media and other digital tools
* Content creation
* Question for Bill and Michael - “are people hiring for this? Would you?”
  + Answer - “Yes” from both.
  + Cypress Grove trying to hire for this...having trouble filling the position (Michael Kraft)
  + $12-$15 / hr, but also a gateway to a much better job in organization
* Question for Nancy - “are you including these in your curriculum?”
  + Answer - “Yes, we are writing digital “tools for your toolbelt” into our management curriculum”
* Everyone shocked and dismayed that we are not focusing on these issues AND not rehiring for the DM full-time position.
  + “Disturbing disconnect between job market needs in digital and office suite areas and the ability of the applicants.”
* Proposed solutions
  + Certificate programs
    - YouTility and Platform recommended as texts for program
  + Integrate into current courses (BUS 35)
  + Create a digital collaboration with industry experts and students via Zoom (once a month) - possibly with other colleges (Butte was discussed)
  + Internships
  + Stay in tune with HSU efforts and new curriculum
  + Create an alumni newsletter with events, mentors, stories...email campaign to keep everyone connected.

**Need to cultivate internships and “real-world” experience**

* Aim for >20 employees (able to support intern appropriately)
* Target Eureka Chamber (and similar)
* Sun Valley and other major players
* Entry-level - digital skillsets, office, accounting, operations

**Increase communication and collaboration between HSU and CR departments**

* HSU students need access to CR classes, most often online in summer
  + Solution - share schedule with HSU advisors to share with students
* HSU requires a different math requirement (Math 104 - Finite) versus our ADT (MATH 15 - Stats)
  + Solution - confirm that this doesn’t present an issue for our transfer students.

**Transfer to HSU is the KEY to long-term wage and job success locally**

* Entry-level jobs out of CR or HSU may be as little as $12-14/hr, but...the BA candidate will have more vertical opportunity within organization (Michael Kraft).
* Need to promote our transfer program with HSU, including benefits of it.
* Nancy - are there grants available to increase the pathway opportunities for our students (community college and four-year collaboration)? Possible funding through Rhea’s department at HSU?

**Need one or two new members of the committee (possible candidates - person nominating them)**

* Lisa Zambas (HR Wing) - Chris Gaines / Michael Kraft
* Doreen Armstrong (Ops Wing) - Michael Kraft
* Mike McElroy (Acct / Finance) - Bill Prescott
* Patrick Shanahan (Acct / Finance) - Michael Kraft