



ORGANIZATIONAL LEADERSHIP & TECHNICAL MANAGEMENT (OLTM) ADVISORY COMMITTEE MINUTES

Thursday, November 14, 2024

2:30-4:00p

Lower Columbia College, Library (LIB) 130

I. Introductions

Dana Cummings, LCC Faculty

Craig Anneberg, Norpac

Susan Gann, Peacehealth

Mark Wilson, Port of Kalama

Kat Harlan, LCC Faculty

Monica Seidl, Cowlitz Wahkiakum Council of Governments - CWCOG (Chair)

Tamra Gilchrist, LCC Dean of Instruction

Jennie Bergman, LCC

Teedara Wolf, Cowlitz PUD (Zoom)

Tricia Junker-Rodman, NW Medical Advocacy (Co-Chair) (Zoom)

Kalisha Harris, Recorder

II. Approval of Spring 2024 Meeting Minutes

Minutes will be sent out for electronic approval.

III. LCC BAS-OLTM Overview & Industry Trends, Gaps, & Updates

Program Overview:

LCC's Goal: Providing Bachelor's opportunities for multiple industries, creating paths for individuals to return to school to advance into leadership roles.

15 feeder programs lead into the OLTM program, which started in 2020.

Cohort 4 is the most recent cohort, with **30 students per cohort**.

Retention: The OLTM program has the highest level of retention among programs at LCC.

Advisory Committee: Meets twice a year to provide input on program relevance. Industry partners help identify essential skills to integrate into the curriculum. Committee also hosts **Leadership After Hours** events for networking.

The program has undergone several schedule transitions to determine the most manageable option for students, including full-time, part-time, hybrid, in-person, and online formats.

All program development, focus group materials, and mappings are available on Google Drive.

IV. Industry Feedback:

Mark: Suggested tracking the career progression of OLTM graduates to see where they are now.

Susan: As a graduate, Susan shared that while she already knew where she was going post-graduation, many other students did not have resources for job placement and searching.

Craig: Advocated for internships to help students network with industry professionals.

Teedara: Recommended bringing in industry professionals to discuss job expectations and practice interviews. Also noted the growing relevance of AI training and compliance in the workforce.

Tamra: Discussed LCC's current efforts to define its **AI philosophy** and how the school plans to navigate AI's role in education and the workplace.

Kat: Stated that many Perry graduates currently in the OLTM program are employed by major local employers, and some have gone on to graduate school.

Teedara: Shared her recent experience of hiring 52 people in the past two years. Mentioned that retention challenges are being addressed through projects aimed at understanding younger generations' workplace preferences.

Susan: Highlighted the potential to address **stressors** that contribute to high turnover in leadership positions.

Craig: Discussed the importance of **resource fairs**, where LCC representatives could reach employees in their workplace. He also talked about his company's success transitioning from newsprint to recycling, producing containerboard and mixed paper, and replacing plastic with paper.

Mark: Commented on the post-COVID economic recovery in Kalama. The Kalama student store, run by students from the CTE class, is thriving and has grown significantly, reaching over \$15,000 in sales last month. However, they're still struggling to find a permanent anchor restaurant.

Monica: Noted that commercial lending has become more difficult, with banks reluctant to approve loans. She also discussed the "**silver tsunami**", where businesses face challenges with succession planning as younger generations are often not interested in taking over

family businesses. Suggested exploring programs to help employees jointly purchase businesses and ensure local ownership rather than corporate buyouts.

Tricia: Noted the challenges of retaining younger employees, who may not fully understand the expectations of the roles they enter and may leave after realizing they are not a good fit.

Mark: Mentioned that while his company is not currently running a training program, it is prepared to do so when necessary.

V. OLTM Updates

- **Enrollment:**
Cohort #3: 20 students
Cohort #4: 27 students
- **Graduates:**
Cohort #1: 14 graduates
Cohort #2: 9 graduates (2 still in process)
- **Current and Future Modalities:**
Students can attend classes either online or hybrid (one night a week).
There are both part-time and full-time enrollment options.
- **Faculty Update:**
Tentative approval from leadership to hire another full-time faculty member for the next academic year, potentially for the Business faculty position.

VI. Outreach, Recruitment, and Marketing

- **Current Students:**
Care packages containing postcards have been sent to all current students.
- **Database of Past Inquiries:**
LCC will continue marketing efforts and building relationships with past enrolled students.
- **Perry Tech Students:**
There is ongoing engagement with Perry Tech students for potential recruitment into OLTM.
- **Advisory Committee's Role:**
Acknowledged the importance of attending **career fairs** to directly connect with professionals in the field.
- **Brainstorming Ideas:**
The committee discussed other creative ways to engage prospective students and professionals.

VII. Membership

- **Current Membership Roster:**
Five members are needed to meet quorum. A 50/50 balance between leadership and employee members is sought.
- **Industries Not Represented:**
The committee currently lacks representation from **Criminal Justice & Substance Abuse** and **Hospitality** industries. Efforts will be made to reach out to organizations like McMenamin's and American Cruise Lines.
- **Process for Inviting New Members:**
Jennie shared the process for extending invitations to new committee members.

VIII. Upcoming Programs or Community Events

- **Leadership After Hours:**
Scheduled for February 2025. It will include networking opportunities, guest speakers, and a student speaker sharing their experience.
- **Other Community Events:**
Bunco event to raise money for scholarships.
The **Kelso Chamber** also runs an After Hours program and a quarterly luncheon.
LCP (Lower Columbia Professionals) and **Rotaract** (college-level) programs are also active.
- **Student Internship:**
A student worked 19 hours at CR Tourism as part of an internship, receiving mentorship. Businesses benefit from 75% reimbursement of wages for these internships.

IX. Next Meeting

Date: May 2025

X. Meeting Adjourned: 4:03 PM

Resources

A link to the **shared Google Drive** will be provided.

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