



LOWER COLUMBIA COLLEGE 1600 Maple Street, Longview, WA 98632

ACCOUNTING & BUSINESS ADVISORY BOARD MINUTES

Thursday, October 24, 2019 3:30 p.m. LCC MAIN BUILDING, ROOM 149

I. Meeting called to order at 3:34 p.m.

II. ATTENDEES

Kelsey Elwess, Opsahl Dawson
Roxanne Frasier, LCC alumni
Zaheen Khan, Fibre Federal Credit Union
Tim Karnoski, Port of Longview
Melissa Korsmo, InRoads Credit Union
Joe Reid, R.A. Long High School CTE teacher
Dana Cummings, LCC
Jim Stanley, LCC
Maggie Stuart, LCC

III. AGENDA ITEMS

a) Enrollment update

Maggie Stuart shared with the group that enrollment is down in accounting and business programs; enrollment actually down across campus. Fall 2018 enrollment data provided by Institutional Research: Fall 2018 Accounting 29 students, Business 151 students; Fall 2019 Accounting 26, Business 140. Group discussion regarding cyclical enrollment; when economy is good people are working, when economy is bad people return to school.

b) Labor Market data

Labor market data was pulled from Labor Insight, a research data bank of job postings, for the positions of bookkeeper/accounting clerk, accountant, business development/sales manager and restaurant/food service manager – careers that students completing LCC programs could consider. Data was pulled for a four county region: Cowlitz, Wahkiakum, Lewis and Clark.

The results:

- Bookkeeper/accounting clerk, 442 postings in the past 12 months with projected growth over the next 10 years +7.3%
- Accountant, 232 postings in the past 12 months; projected growth +17.9%



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- Business development/sales manager, 315 postings, projected growth +21.3%
 - Restaurant/food service manager, 256 postings, projected growth +24.6%
- Annual salary range for these positions is from \$35,000 to \$71,000.

Jim Stanley shared information about new tools available to LCC faculty and staff to drill into demographic data about students as well as retention, completion and employment; tools that will allow LCC to research how programs overall are performing and to ensure students and the community are being served. One of the unfortunate aspects of these tools, Jim added, is that they don't reflect students that have gone to work in Oregon and as a border county while it will show a student as a completion it doesn't reflect that they have gone to work.

c) Program updates

Online classes continue to be full. Most Business classes are either hybrid – part online, part classroom – or fully online.

Maggie gave an update on the Guided Pathways, a grant funded initiative. LCC is in the second year of the five year program that is intended to keep students on a career track and get to completion without taking unnecessary courses. LCC is looking closely at courses, making sure they are meeting course outcomes; if not the course may be discontinued.

Average age of students in the Accounting and Business programs is 30+; more women take accounting classes. Business classes are evenly mixed with males and females.

Forty percent of the students in one of Maggie's classes are Running Start students.

Running Start is a program that allows high school juniors and seniors to take college course and begin working toward a degree while they are still in high school.

d) Cowlitz Business Education Connection

The web site for Cowlitz Business Education Connection was shared with the group. [Link to Cowlitz Business Education Connection web site.](#) CBEC web site is a joint project of Kelso Longview Chamber of Commerce, K-12 Career and Technical Education, and the STEM Network as a tool for businesses to connect with area high school students.

e) Member news

Zaheen Kahn shared with the group that he teaches financial reality classes and The Poverty Simulation [Link to Poverty Simulation web site.](#) The Poverty Simulation is a guided experience that exposes participants to the realities of poverty, including the challenges of navigating the complex world of government services and other essential services. During the simulation participants assume the roles of up to 26 different families facing poverty. The task for each family is to provide basic necessities and



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shelter during four 15-minute weeks while balancing the requirements of various service providers with the realities of daily life.

Zaheen offered to provide the training at no cost to anyone who might be interested.

Kelsey Elwess shared with the group that Opsahl Dawson now employees over 50 people and are hiring people remotely now to work for them, especially for tax consulting. The business continues to grow and they continue to take on five or six new clients a week. Kelsey also shared that she was awarded the Accomplished and Under 40 award by the Vancouver Business Journal.

Melissa Korsmo shared that she teaches finance in St. Helens, Oregon, schools at all grade levels.

Joe Reid teaches business and finances at R.A. Long High School and would like to see personal finance as a requirement for high school graduation. It has been discussed by the school board but it is difficult to find room for the additional class with the requirements currently in place for the common core.

IV. UPCOMING PROGRAM OR COMMUNITY EVENTS

a. Kelso High School Open House

Kelso High Schools Career and Technical Education program is hosting an open house to showcase their new facilities 5 to 6:30 p.m. Friday, Nov. 1st. Students will be demonstrating skills they are learning that align with industry standards.

b. Career Expo

Kelso Longview Chamber and the Cowlitz STEM Network invite employers to participate in an event for 8th, 9th and 10th grade students from all school districts in Cowlitz County. There are 80 free spots for businesses to come and share information with students from 9:30 a.m. to 1:30 p.m. Thursday, Nov. 14th, at the Cowlitz County Conference Center.

c. Job Shadow Week

The week of Dec. 9th Longview and Kelso high school seniors will be looking for opportunities to spend two hours at a job site with an employer, observing their work and learning about careers within their business. If interested, contact Bill Marcum at the Kelso Longview Chamber of Commerce, (360) 423-8400.

d. NEXT MEETING (DATE/TIME/PLACE): April 30th, 3:30 p.m., LCC Main Building, Room 149



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V. Meeting adjourned at 4:45 p.m.