

## Fall 2017 Sales, Marketing and Management Advisory Board Meeting

### Members present

Jennifer MacCarthy Walsh - HR/Office Manager, UPS Store

Kalin Kresel – Manager, Quick Lube Rydell Grand Forks

Henry Campos – Outside sales rep, Sure foot Co.

Jennifer Lynn Ekberg – Sales, Grand Forks Herald

### Absent

Jake Kvasager – Owner, RRV Rewards

Date: Tuesday, November 14, 2017

Time: 1:00 pm NCTC Meeting room 301

Old Business: Continuing discussion regarding potential further advancement into Distance for the entire program. Concerns raised due to drop in enrollment experienced for virtually first time since 2000.

New Business: Discussion concerning the DACUM, 2 out of the 4 board members present have agreed to participate. All members feel that there is an issue with current job pool candidates and their abilities to function in the 'real' world. Discussion related not to their technical abilities, but to their soft skills and work ethic. It was their opinion that it is not just 2 year degree, but also 4 year degree candidates that are falling behind employer expectations.

Apparently recent graduates expect to walk into management positions and nothing less than 50k and have an attitude of entitlement that comes across, even in the interview process.

IMPORTANT NOTE: Several board members expressed frustration with NCTC and it's apparent lack of support for hiring, or even considering hiring, those with 2 year degrees. Several had experiences where they applied for positions and didn't even seem to make consideration, nor did they even receive rejection letters. They feel that is NCTC won't consider their own graduates, why should other employers?

The board also commented that NCTC should do more to assist graduates in finding employment and leads to employment. Suggestions were to form an employment bank and offer employers the opportunity to post jobs at a central site, where students can easily search for things that might interest or fit their needs, even if it isn't program specific. Also, potential links to Job Service etc.

Meeting adjourned with those members attending the DACUM agreeing to report on their experience at the Spring, 2018, Advisory Board meeting.