

NORTHLAND COMMUNITY & TECHNICAL COLLEGE
Spring Advisory Board Meeting Minutes
March 13, 2017
Room 236

Attendance

Deb Kroll
Alison Duell
Justin Stromme
Linda Butler
Ardyce Heffernan
Lori Anderson

Absent

Audrey Knapp
Rachel Fredrickson

1. **Welcome.** Lori welcomed all members and introduced new members. She also explained that the college requires that all technical programs have an advisory committee composed of representatives from business/industry/education and that the advisory board committee meets twice a year to review items such as the following:
 - a. Curriculum
 - b. Facility and Equipment (budgets, needs, etc.)
 - c. Program Effectiveness
 - d. Staff Recruitment/Substitute List
 - e. Student Recruitment
 - f. Student Placement
 - g. Job Availability
2. **Program Information**
 - a. All four medical programs are totally online and we have approximately 71 students in the programs. We have been running successfully with near full capacity up until this past year.
3. **Program Sustainability**
 - a. At the beginning of fall each semester, academic program faculty receive information regarding the efficacy of the program in the form of a Program Data Analysis Report based on program effectiveness criteria. The purpose of the information is to provide faculty and administration with trend data so that the college can assess the programs and discuss their strengths and weaknesses. If the weakness indicates a problem with viability, the programs will work through the program sustainability committee to develop action plans for improvement. The outcomes of this process may include program modification, enhancement, modernization, or discontinuance.
 - b. The programs fall into 3 levels of effectiveness: **Green**, **Yellow**, and **Orange**. We have always maintained in the Green area; however, this year, we are in the Orange.
 - c. Lori met with Brian last week and reviewed the report to address and develop a plan to improve the health of the programs. The Medical Office Specialist and Medical Administrative Assistant seem to maintain steady enrollment. The Patient Access Specialist was a new certificate implemented last year which has done fine so far but still too new to get an average.
 - d. We previously changed the Medical Coding Specialist Certificate to an associate degree due to the industry trend becoming a higher degree—an associate degree; however, we feel that may be contributing to a lower enrollment and therefore we are looking at possibly implementing a shorter diploma or certificate. It was discussed that if we follow through with that, we will be making adjustments with the curriculum.
 - e. Brian provided some input regarding the number of credits for a diploma versus a certificate. Discussion took place about the possibility of implementing a certificate for potential students who have already completed a higher level of degree, such as an associate or bachelor degree, with prior health experience. It was also discussed that Lori will put a rough draft curriculum for a diploma or certificate of one year or less and meet with Brian again for input.

- f. Job shadowing was also discussed and it was agreed that this would be of benefit both to the student and the potential employer.
- g. We will also be researching and pursuing online marketing for coding.

4. Program Learner Outcomes

- a. The Program Learner Outcomes for the Medical Administrative Assistant Program, the Medical Office Specialist Program, the Medical Coding Specialist Program, and the Patient Access Specialist Program were reviewed and remain as is.

5. Other Business

- a. The next college Advisory Board Meeting is tentatively scheduled for October 23, 2018; however, a luncheon Advisory Board Meeting was discussed and will be scheduled for some time in the fall semester, rather than the evening meeting October 23.
- b. **Continue Internship vs Job Shadow Discussion**
 - i. Brian explained at the last Advisory Board Meeting about the federal regulations that exist, state-to-state regulations, and the private-for-profit issues.
 - ii. He also clarified that the nursing program handles this issue and that it is a requirement that students complete their hours for internships in the states of Minnesota/North Dakota. He also briefly mentioned several disincentives. Internships require a great deal of paperwork, agreements, etc. The majority of members felt internships would be extremely beneficial for possible employment.
 - iii. If an internship was implemented, it would be a technical elective course available to anyone who meets requirements.

Meeting adjourned at 6 p.m.

Respectfully Submitted,

Lori Anderson, Director
Medical Office Programs