

WVNCC Business Studies Advisory Committee Meeting Friday, October 14, 2016

Committee Members Present: **Pat Roper**, *WVNCC Business/Accounting Program Director*, **Scott Owen**, *WVNCC Business Instructor*, **Carry DeAtley**, *WVNCC VP of Academic Affairs*, **Tim Bidwell**, *Senior Audit Mgr. CPA Hazlett Burt & Watson*, **Robert Babinchak**, *VP WesBanco Employee Benefits Division*, **Glenn Elliott**, *Mayor, City of Wheeling, WV*, **David Glatz**, *CPA*, **Marian Grubor**, *WVNCC Division Chair Culinary Arts*, **Frank O'Brien**, *Director, Whg., Ohio Valley Convention & Visitors Bureau*, **Matt Porter**, *Human Resources, Production Manager, Ziegenfelders*, **Charlene Stokes**, *WVNCC Associate Professor, BA*

Absent: **Julie Cunningham**, *Human Resource Mgr. Orrick, Herrington & Sutcliffe*, **Nancy Gwynn**, *Senior Audit Mgr. CPA, Partner, Wilson Kozicki & Gwynn*, **Andrew Plesich**, *owner, Connected Land Technologies*. **Carla Bell**, *VP Human Services, The Health Plan* **Erikka Storch**, *President Wheeling Area Chamber of Commerce, WV House of Delegates*.

Pat Roper began the meeting by welcoming the committee members and having each member introduce themselves.

Grubor stated that WVNCC now has a 2+2 Program with West Virginia University. She explained that the 2+2 program can lead to a Bachelor's degree in business. DeAtley, Owen, and Roper met with the dean of the Business School at West Liberty to see how we can collaborate.

WVNCC would also like to collaborate with Wheeling Jesuit University.

WVNCC has also been contacted by Ohio Valley University about a 2+2 program offering Forensic Accounting.

Bidwell recommended that WVNCC offer a two year degree in Marketing or Entrepreneurship as those wanting to get into businesses want to get started quickly

O'Brien used the Center Market area of Wheeling as a good example of small business entrepreneurship. Owen stated this is entrepreneurship in action and that some business classes visit the market.

West Liberty already offers an entrepreneurship and WVNCC would like to collaborate with them with a 2+2 program.

O'Brien stated that Reinvent Wheeling organized a small business support group. Show of Hands is an event begun by Reinvent Wheeling where residents can learn about projects that contribute to the betterment of downtown Wheeling. Attendees cast a vote for the project they would like to support with the funds raised through donations at the door. Show of Hands, which uses crowdfunding to foster entrepreneurship has awarded more than \$18,000 to projects as a result of eight events.

Reinvent Wheeling has now merged with the Wheeling National Heritage Area Corporation. Under the agreement, the organizations will become known as Wheeling Heritage. Reinvent Wheeling will retain its name and identity.

O'Brien stated that Carrie White, who was the director of the West Liberty entrepreneurship program is now at WVU and has been named director of West Virginia University's LaunchLab, a resource center for WVU students with nascent business initiatives.

Elliott mentioned that West Liberty University has an incubator at Attorney Pat Cassidy's office in Wheeling's First State Capitol Building. An incubator is when a business offers either free or a reduced rent to help small business entrepreneurship. These starter locations are needed.

The era of getting a big business to come to Wheeling is not going to happen. Elliott wants to grow small businesses within. He is interested in working with WVNCC.

O'Brien asked what courses should be offered and Glatz replied that communications would be one. Stokes replied that WVNCC is already offering some communication classes

O'Brien said that marketing now is a significant challenge as it has evolved into a digital platform. Face to face communication has pretty much gone by the wayside.

Grubor related that it is important that we provide social media classes. Stokes stated that is also important that we include interpersonal skills.

Bidwell asked if we were teaching business plan modeling. Stokes asked if he had suggestions and he stated that he felt they should have not only the basic communications such as able to read and write but the ability to comprehend a business plan. O'Brien asked if this would be a good two year course. Bidwell replied that Wheeling is experiencing growth and feels that it would be a great idea to offer an entrepreneurial and business plan class. Risk management was mentioned as another important subject to starting a business. Grubor asked if it would be a good idea to offer such a program in an accelerated format. O'Brien replied that by offering this Fast Track course, it may appeal to older people and heavy industry workers who are laid off. Stokes added that WVNCC is offering a pilot Chemical Operators program that is proving to be successful.

O'Brien referenced an article on WELUNK, a regional website on Facebook in which a local chef graduated with a culinary degree but didn't have the business background to make his business a success. After failing in his first restaurant, he is now opening a new one with more knowledge about how to run a business. He needed not only his culinary background but needed business skills to help him succeed.

Porter stated that when starting a business it is important that a market analysis be completed, the investor must be flexible and be able to react quickly to trends and be able to create an adaption of the original idea. Also, many helpful resources about entrepreneurship can be found on major university websites.

It was recommended that WVNCC redefine our partnership with ReInvent (now Wheeling Heritage).

At the end of the meeting Roper stated that she would be emailing a brief survey about an entrepreneurship program to the committee and thanked them for their participation.

Minutes respectfully submitted by:

Judi Hendrickson

Academic Affairs Secretary

West Virginia Northern Community College