

Joint District-Wide Advisory Committee Meeting Minutes

Administrative Assistant Program

The meeting was held at 2:30 p.m. on Thursday, February 7, 2013, via webinar using GoToWebinar.com.

- **DMACC staff in attendance were:** Amy Christian, Carroll; Joe Hanson, Urban; Mary Jane Green, Boone; Tasha Mullihan, Ankeny; Christina Turner, Ankeny; Connie Sanderson, Ankeny; Kathleen Zimmerman, Ankeny
- **Administrative Assistant advisory committee members in attendance were:** Pat Beck, Community Oil Co.; David Brown, Des Moines Public Schools; Marilyn Dopheide, Carroll County Courthouse; Kris Edwards, McFarland Clinic PC; Cynthia Ewing, DMACC adjunct; Helen Gerber, DMACC adjunct; Toni Johnston, DMACC adjunct; Cathy Krebs, Greater Iowa Credit Union; Michelle Lietz, Carroll area; Bill Raine, Midwest Professional Staffing; Liz Souers, WebFilings; Todd Spencer, Iowa Workforce Development; Janet Steinkamp, Heartland AEA; Mary Kay Newton, Principal Financial

ADM221 – Career Seeking Skills

- To what extent should we teach Facebook, LinkedIn, and Twitter in terms of (a) looking for and (b) applying for positions.
- To what extent do we teach electronic portfolio for placement on the cloud?
- Do you expect everyone to have an electronic portfolio, or only certain career areas?

Results: LinkedIn should be taught. Students need to understand that Facebook can be a liability during the job search if not handled correctly. May be legal issues involved with electronic portfolio. “Electronic Rooster” is East-coast company specializing in taping and distributing employment-seeking videos to prospective employers. *General sentiment is to pursue LinkedIn, cover implications of Facebook, but do not pursue electronic portfolio.*

ADM-138 Data Entry

- Textbooks and software unavailable; is this an indication that there is no need for DMACC to offer a Data Entry certificate?

Results: Keying seems to be inherent in young people these days; Principal does on-the-job training if needed; an applicant would not necessarily have an edge over a comparable applicant just because of a data entry certificate; few jobs ask for data entry; several companies do not test on keyboard skills (except for staffing agency). *General sentiment was that the data entry certificate offering should be retired.*

ADM265/937: change prerequisite from ADM-157 Business English to ADM-154 Business Communications

- Currently, ADM-157 is pre-requisite for internship and seminar courses (which must be taken concurrently)
- Propose to instead make ADM-154 the prerequisite for internship and seminar so that students acquire writing skills which actually apply the business English skills.

Results: *All respondents are in agreement with this proposal.*

BCA111 Emerging Technologies, replace with something else?

- To what extent would this be a desirable move or something to consider?
- Are there any emerging skill sets evolving in the workplace that need to be included in administrative assistant curriculum? A language requirement, for example?
- Consider: a travel & meeting/conference planning course. Valuable? If so, what should be in it?

Results: *Some parts of BCA-111 Emerging Technologies course are good but also important in administrative assistant training to include: project management, expense reports, event coordination, GoogleDocs, GoToMeeting, Excel macros, ability to multi-task, Outlook scheduling, meeting conferencing, some accounting, MS Publisher, the ability to actually APPLY computer skills, in particular Excel and PowerPoint where figures and charts can be incorporated. Students need to be able to apply learned skills to actual situations.*

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Are you using Office 2013? Windows 8?

Results: None are nor have plans to change yet.

BCA250 Desktop Publishing

- How much is Adobe Photoshop used in your office?
- What photo-editing software does your company use?
- Do you have an in-house graphics department?
- Do you out-source your marketing/graphics?

Results: Ankeny High School administrative assistants use it regularly and are provided with in-house training. Other respondents out-source this work or only their marketing department uses it. The staffing agency reports they've never had a request for Adobe Photoshop knowledge, but anything is always a plus. *General sentiment is that while desktop publishing is an important skill, Adobe Photoshop (which is expensive) is optional for this course and could be replaced with less-expensive photo editing software.*

To what degree are you experiencing turnover among administrative support personnel?

Results: One company reports that admins transition into different roles, but nobody reported significant turnover.

Team skills – acquired on the job? Or do they need to be taught in the classroom?

Results: Iowa Workforce Development reports that applicants do not have ability to work together and absolutely recommends that students be assigned to teams (don't let them choose teammates). There was general concurrence among the group that there are very few jobs where anyone works independently. It is important to not only train students how to collaborate on a project together, but also how to present new ideas and accept that others may not agree with their ideas. *In general the committee felt that ANY training and experience in teamwork would be very practical.*

Open ended: If you have hired admins who have been through some sort of administrative assistant training anywhere, what skills or knowledge areas do you find are still lacking?

Results: Need to be able to APPLY what they have learned. Discuss and train students how to prepare for and/or conduct an employee review and accept constructive criticism. Soft skills lacking—communicating with co-workers and supervisor; understanding that tardiness and absenteeism affect productivity for the company; cell phones need to be put away and surfing the internet on work time is not okay. General work ethic education is needed. Consider generational training also. Need accuracy, good format, and good grammar within e-mail. Typing speeds less important than typing accuracy.

Respectfully submitted,

Kathleen Zimmerman

Administrative Assistant Program