



Business Studies Advisory Board Meeting Minutes

Meeting Details

Meeting Date:	November 19, 2025
Start Time:	6:00pm
End Time:	7:35pm
Location:	Nashua Community College – Streeter Hall Room 259
Facilitator/Chair:	Kim Eckenrode – Department Chair

Attendance

- Board Members Present: Rick Carvalho, Mackenzie Pardoe, Spencer Frasher, Kelly Kilcrease, Hayley Cronin, Silvia Aguilar (representing Margarita Valencia)
- Board Members Absent: Timothy McMahon, Chari Henry-Wilson, Butch Locke, Rachel Connell, Yvette Lazdowski, James Dowding,
- Guests/Staff in Attendance: Prof Garry Kirk – Accounting Program Coordinator, Dr Barry Garside – VPSA NCC, Dr Tracy McLaughlin – AVPA NCC, Michael Magoon – Professor & Department Chair Business Studies MCC, Christian Marcelo – Professor Business Studies MCC

Minutes

Discussion & Decisions

1. **Welcome and Introductions:**

We went around the room and introduced ourselves. Sharing our business background or our role at Nashua Community College

2. **Review Of NCC Business Studies Programs and Enrollment**

Kim shared Fall 2024 and Fall 2025 enrollment numbers in four categories. Continuing (students who return from previous academic year), First Time Students, Readmit (Students who left NCC for a period of time and are returning), Transfer.

Kim shared the Marketing program numbers are lower than others. That could be attributed to the Marketing Capstone only offered once a year and during the day on campus. The Business Studies Academic Advisor noted that many students would change majors because they could not meet that schedule. We have made the change that the Marketing Capstone will be offered online Spring 2026. We will follow these numbers to see how that affects the Marketing program and see if the Management program then sees a slight decrease AY24/25 to AY25/26.

Kim shared a few student profiles – Student who came to October Open House to ask readmit process

– he is returning to accounting after being away to get medical care for a health situation. A Transfer who is a senior citizen who signed up for Software Applications to challenge their brain to exercise his cognitive abilities. He has found an improvement and is registered for another class Spring 2026.

3. **ACBSP**

NCC Business Studies is ACBSP Accredited and working on the Self-Study for reaffirmation. It is due December 2026. (Accreditation Council for Business Schools and Programs). Local schools with ACBSP Accreditation include Manchester Community College (MCC), Rivier University. UNH-Manchester has submitted their Self Study to be accredited and the new School of Business at Saint Anselm College is applying for ACBSP Accreditation as well.

Kim attended the ACBSP Regional 1 conference at Rivier University early November 2025.

4. **Business Studies Mission Statement**

The board reviewed the Business Studies Mission Statement and offered the following suggestions to incorporate:

Change Diverse degrees and professional certificates to variety of business related degrees and certificates.

wording that we support the community

specifically include entrepreneurship

The statement will receive a rewrite and Kim will send out to the Advisory board for comment.

5. **Review of Program Outcomes**

One theme in reviewing all the program outcomes is that there should be a list of outcomes that apply to all Business Studies programs and they be separate from Program Outcomes. We also need to align with institution general education requirements. It was discussed that outcomes must be measurable. Things to include: overarching writing skills, interpersonal communication skills, soft skills. Listing what jobs I can do with this program. Each program should apply concepts to what is happening in the world. All outcomes will be rewritten to have a heading of **Students Will:** and then list the outcomes using the Blooms Taxonomy framework.

6. **Program Outcomes– Business Administration: Accounting**

There are currently 11 outcomes for the Business Administration Accounting program. Garry will revise and they will be presented at the next meeting. It was mentioned that Ethics is not mentioned in Accounting Outcomes and it should be included.

7. **Program Outcomes– Business Administration: Management**

There are currently 8 outcomes for the Business Administration Management program. No further comments were shared. Kim will revise and present at next meeting.

8. **Program Outcomes– Business Administration: Marketing**

Referring to the slides – combine the first bullet on the left side with the second bullet on the right side – they are similar. The last bullet on the left about relationship marketing will be removed. The Marketing Mix should specifically be mentioned. Leadership, collaboration, communication and collaborative skills should be included in the rewrite. Include marketing cross sectional teams. Kim will revise and present at next meeting.

9. **Program Outcomes– Business Administration: Small Business Entrepreneurship**

Add Community to the outcomes – students need to understand who their consumer is. The last bullet

on the right side needs to be reworded. The last three bullets on the left side are similar and can be combined. Kim will revise and present at next meeting.

10. New Program – Business Administration: Finance

NCC is proposing a new Associate Degree program - Business Administration: Finance.

Kim created the proposed program outline with input from Yvette Lazdowski UNH-Manchester. UNH-Manchester has enthusiastically supported this new program and will work with NCC on a transfer pathway. NCC has also reached out to Fidelity Investments to get their input on the program.

MCC is proposing a Finance Certificate. We discussed ways to collaborate. MCC and NCC will have the same course numbering scheme, and agree that the courses will be similar to allow transfer between MCC and NCC. An effort to schedule the like courses on opposite semesters will allow students who started out of sequence to be able to finish in a timely manner.

The Advisory Board voted to Approve the Business Administration: Finance degree.

11. Open Discussion

The following was discussed as part of the Small Business Entrepreneurship conversation:

It would be beneficial to graduates if we found a way to get the students access to small business owners and other networking opportunities. CCSNH is uniquely positioned for entrepreneurs.

Entrepreneurship can be lonely – helping students identify mentors. Get involved with Small Business Association.

Topics that were brought up that should be included in curriculum include Supply Chain & Project Management. Southern NH has a large number of manufactures in this area, these topics would be of interest to them.

It was also stressed the value of getting graduates and former students involved with the Business Studies Department.

Action Items & Recommendations

- Kim was tasked with writing up and sending out the minutes. Attendees and members not in attendance are encouraged to comment on the minutes. Once final minutes are created Kim will email them again for final approval.
- Garry will work on the Business Administration: Accounting Outcomes
Kim will work on outcomes for the Marketing, Management, and Small Business programs. These new outcomes will be brought to the Advisory Board during the next meeting Spring 2026
- The board fully supports the proposed Business Administration: Finance degree

Next Meeting

Proposed Date:	Spring 2026
Proposed Agenda Topics:	Program Outcomes and Finance Concentration Status

Adjournment

- Time adjourned: 7:35pm