Program name: BBA Program

Chair: Adam McGregor

Date: 2022-12-02

Attendees: Steve Gammon, Michael Perry, Osayuki Osazuwa, John Umunna, Adam McGregor

Meeting Summary:

This meeting discussed the need for students to be prepared for the transition from post-secondary education to the workforce. Adam McGregor shared his goals for the BBA program at St. Lawrence College, which include expanding experiential learning opportunities, recruiting into the program, and helping graduates bridge to employment. He also discussed his vision of a reverse career fair, where employers and industry representatives would meet and greet students. The group discussed the importance of teaching students life skills, teamwork, discipline, respect for deadlines, collaboration, and the importance of understanding the environment they are entering. It was suggested that the university should provide opportunities to bridge students to employment, and that there should be messaging and workshops to prepare them for the realities of the workplace. The group also discussed grade inflation and the need for coaching and onboarding to bridge the gap between the academic world and the working world. Steve Gammon offered to come and talk to Adam's students about how to survive the first year in the real world. The meeting concluded with the consensus that the feedback provided would be beneficial to the process of renewing the agreement with Laurentian University for the BBA program.

Main Items Discussed in the Meeting:

1. Adam McGregor's three main goals for the program: expanding experiential learning opportunities, recruiting into the program, and helping graduates bridge to employment.

2. The need for new employees to have basic life skills and the importance of working as a team.

3. Generational change in expectations of employees and the need for coaching and onboarding to bridge the gap between the academic world and the working world.

4. Grade inflation making it difficult for new employees to adjust to the expectations of the working world.

5. The transition from post-secondary education to the workforce and how it has been a bigger transition due to the pandemic and the lack of in-person learning.

6. The need for survival skills, discipline, respect for deadlines, collaboration, and the importance of understanding the environment they are entering.

7. The importance of resilience and accountability for students transitioning from post-secondary to the workforce.

8. Adam McGregor's vision of a reverse career fair, where employers and industry representatives would meet and greet students.

9. Strengths of Laurentian University's small class sizes and personalized service.

10. The need to reestablish the university's name in the minds of Ontarians and Canadians.

11. The advantages of the co-op program.

12. Leveraging contacts and organizations to make the reverse career fair as successful as possible.

Action Items/Recommendations:

1. Increase experiential learning opportunities for students.

2. Increase recruitment efforts for the program.

3. Bridge the gap between the academic world and the working world through coaching and onboarding.

4. Prepare students for the realities of the workplace through messaging and workshops.

5. Emphasize the importance of resilience and accountability for students transitioning from post-secondary to the workforce.

6. Teach students survival skills, discipline, respect for deadlines, collaboration, and understanding of the environment.

7. Provide opportunities to bridge students to employment.

8. Present the program to high school students and guidance counselors.

9. Leverage contacts and organizations to make a reverse career fair successful.

10. Reestablish the university's name in the minds of Ontarians and Canadians.

11. Help students understand how the company works and how it makes money.

12. Utilize the advantages of the co-op program.