

Business Division - Advisory Board Meeting Minutes November 13, 2013

The meeting was called to order at 1:00 pm. Members present were: John Camey, Angie Drake, Mark Macy, and Brad Purdy. NOC representatives present were Judy Colwell, Jill Harmon and Cara Beth Johnson. Members reviewed the minutes of the April 24, 2013 meeting. John Camey moved the minutes approved. Mark Macy seconded the motion. Motion passed.

Cara Beth Johnson provided the Advisory Board with divisional updates. Todd Ging has returned to his faculty position on the Enid Campus. A new course, Introduction to International Business Cultures, was added to the Enid Campus offerings this fall and will expand to the Tonkawa campus next spring. No curriculum revisions have occurred since the last meeting. We will be purchasing 48 new laptops and 2 mobile carts for the Enid and Tonkawa Campuses utilizing funds from the Oklahoma Works! Grant. The ACBSP Quality Assurance report will be completed for submission in February 2014. New Business: Mark Macy moved that the Advisory Board Handbook be approved with suggested changes. Angie Drake seconded the motion. Motion passed. John Camey moved to appoint Brad Purdy as Chair of the Advisory Board by acclamation. Mark Macy seconded the motion. Motion passed. The floor was opened for discussion of the current curriculum and the following suggestions were made.

- John Camey, with agreement from all board members, suggested requiring a speech course, with the inclusion of an “elevator pitch” component as well.
- The board mentioned that the demand for general “bookkeepers” is slim.
- A major issue facing the business world is the lack of customer service and soft skills, so the addition of this type of program or courses to supplement current offerings would be beneficial. The idea of a certificate in customer service and potential topics such as oral communication, customer service basics, negotiation skills, interpersonal communication, conflict resolution, salesmanship, marketing, personal selling and advertising were discussed.

Brad Purdy moved the meeting adjourn. Mark Macy seconded the motion. The meeting was adjourned at 2:10 pm.