

## **Business Division - Advisory Board Meeting Minutes November 2, 2017**

The meeting was called to order at 12:15 pm. Introductions were made of all present. Members present were: Grady Conrad, Molly Kyler, and Dr. David Hawkins. NOC Ex-Officio representatives and guests present were Cara Beth Johnson, Dr. Pam Stinson and Dr. Cheryl Evans.

Members reviewed the minutes of the April 12, 2017 meeting. Molly Kyler motioned the minutes approved. Grady Conrad seconded the motion. Motion carried unanimously.

Cara Beth Johnson provided the Advisory Board with divisional updates and a short overview of the Business programs.

**Faculty:** Richard Churchill was hired to fill the full-time Computer Science position split between the Enid and Stillwater Campuses vacated by Gene Laughrey after over 40 years of service.

**Current Offerings:** No major changes in course offerings were announced since the last meeting. Enrollment was up by 4.9% for summer. Enrollment is down for business by 12.02% for fall with the majority of the decline shown on Stillwater (-22.2% - primarily accounting) and online courses (-13.27%); traditional Tonkawa / Enid / University Center (-5.57%)

**Curriculum Revisions:** Cara Beth announced that Richard Churchill is currently working on revisions to the CS degree, Cybersecurity option and the MIS degree. A draft will be ready for review at the Spring meeting. A proposed Hospitality Management Option on the Business Management Degree was presented and discussion ensued. The following suggestions were made: (1) check with OSU and other transfer partners for potential transfer opportunities, (2) explore making the option on Business Administration rather than Business Management, (3) a promotions or advertising course may be beneficial, and (4) Interpersonal Communications and or conflict resolution may be a beneficial addition to the curriculum.

**Special Projects and Grant Activities:** Cara Beth Johnson also announced that six of the Business Core (Financial Accounting, Managerial Accounting, Macroeconomics, Business Technologies & Applications, Digital and Financial Literacy and Introduction to Business) online courses have been certified through Quality Matters. The Microeconomics course is still in the revision phase with the review team. This process was funded through a NASANTI grant secured by the institution.

**Mission and Strategic Plan Revision:** The revised mission and strategic plan were reviewed by the Advisory Board. No changes were proposed for the draft.

**Student Activities and Retention Efforts:** The Business Student Advisory Board will meet within the next couple of months. Each year a new group is selected in order to provide feedback similar to what the Advisory Board provides, but from a student perspective. Jill Harmon has chartered a new Business Club for the Tonkawa campus. This club offers wider participation than the Kappa Beta Delta Honor Society in that it is open to all business students. The first meeting had a great turnout with approximately 15 students in attendance. This club will work in conjunction with Kappa Beta Delta in various activities and service projects.

It was also announced that as a further retention effort, the Business Division has worked with publishing companies to lower costs through using a direct billing system. This lowers the cost for the students tremendously while providing both the bookstore and the publishers 100% of the sales. Currently all business core courses use direct billing.

Dr. Evans mentioned the new retention initiatives by the state to push for apprenticeships called Earn & Learn OK. Molly suggested that successful graduates / students make videos of their ideas and businesses to show future and current students what they could achieve.

**Program Evaluation:** Graduate exit survey results were reviewed. Results were positive overall. The ACBSP Self-Study report will be submitted in December and the 10-year site visit will be March 5<sup>th</sup> -7<sup>th</sup>. Advisory Board members will be asked to meet with evaluators for a luncheon on March 5<sup>th</sup>. ACBSP Standards were discussed with the Advisory Board and questions addressed.

#### **Additional Suggestions and Announcements:**

Throughout the meeting, the following suggestions were made for improvements to the Division:

- Areas that Board members mentioned as the greatest needs for the business community included: soft skills, knowledge of basic business law, Quickbooks proficiency / certification, entrepreneurial thinking and financial analysis skills.
- Dr. David Hawkins discussed the potential to complete projects with local businesses and that there is a national push that institutions ensure that graduates have jobs acquired at the time of graduation.
- Molly Kyler discussed the 1,000,000 Cups program in Ponca City and invited the business division faculty to participate in potentially the steering committee or to have students attend meetings on the first Wednesday of the Month, as well as to tour the incubator.
- The next Advisory Board meeting will be May 17, 2018.

Grady Conrad moved the meeting adjourn. Dr. David Hawkins seconded the motion. Motion carried unanimously.

The meeting was adjourned at 1:15 pm.