

Advisory Committee Meeting Minutes Fall 2022

Business Management

11:00 AM – Thursday, October 27, 2022 – Vernon College
Century City Center, Joe Chat Sumner Conference Room 115

Members present:

Leslie Rhodes – Texoma Community Credit Union
Daniel Ahern – BCBS of Texas
Reagan Foster – MSU
Tyler Helms – Homewood Suites by Hilton
Vanda Cullar – Small Business Development Center

Vernon College Faculty/Staff

Steven Underhill
Bette Hutchins
Karen McClure
Stephanie Mescher

Members not Present:

Claudia Ordonez – Tranter, Inc.

Steven Underhill began the meeting by welcoming the committee and starting the introductions. Tyler Helms advanced from vice-chair 2021 to chair for 2022.

Bettye Hutchins reviewed the purpose of the advisory committee. Bettye opened the floor for nominations or volunteers for a vice-chair, and a recorder.

Vanda Cullar volunteered for vice-chair.

Daniel Ahern volunteered for recorder.

Chair: Tyler Helms

Vice-Chair: Vanda Cullar

Recorder: Daniel Ahern

Old Business/Continuing Business..... Tyler Helms

No old business listed on the agenda. Tyler Helms continued to New Business.

New Business Tyler Helms

❖ **Review program outcomes, assessment methods/results, and workplace competency**

Tyler Helms asked the faculty member, Steven Underhill, to review the program outcomes with the committee.

Steven Underhill reviewed the following program outcomes.

Program outcomes

1. Identify issues including laws and ethics related to the business/business management environment.
2. Recognize and use basic accounting terminology and analyze financial information.
3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.
4. Apply concepts of organizational behavior in the management of human resources.
5. Apply marketing principles and management practices to improve organizational performance.
6. Create and present effective business written and verbal communications.

❖ **Approve program outcomes**

After review of the program outcomes, Tyler Helms asked the committee for a motion to approve the program outcomes as presented.

Reagan Foster made a motion to approve the program outcomes as presented.

Leslie Rhodes seconded the motion.

The motion passed and the committee approved the program outcomes as presented.

❖ **Approve assessment methods and results**

Tyler Helms asked the faculty member, Steven Underhill, to explain in more detail the assessment methods and results. Steven reviewed the information below.

Target = 4; Acceptable = 3; Unacceptable = 2; No evidence = 1				
Upon successful completion of the Business Management AAS, students will be able to:				
Outcome	4	3	2	1
1) Identify issues including laws and ethics related to the business/business management environment				
Describe the relationship between ethics and the law business				
Explain basic principles of law that apply to business and business transactions				
Describe current law, rules, and regulations related to settling business disputes				

2) Recognize and use basic accounting terminology and analyze financial information				
Analyze and interpret financial statements using financial analysis techniques				
3) Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process				
Use appropriate financial information to make operational decisions				
Demonstrate use of accounting data in the areas of product costing, cost behavior, cost control, and operational/capital budgeting for management decisions				
4) Apply concepts of organizational behavior in the management of human resources				
Identify methods of resolving organizational problems				
Describe the impact of corporate culture on employee behavior				
5) Apply marketing principles and management practices to improve organizational performance				
Apply rationale behind marketing mix components as they relate to market segmentation				
Identify environmental factors affecting consumer and organizational decision making				
6) Create and present effective business communications				
Apply basic rules of grammar, spelling, number usage, and punctuation				
Utilizing terminology applicable to business writing in complete sentences and properly formatted paragraphs				

7) Apply concepts and theories of business management in planning, organizing, leading, and controlling various aspects of a business				
Identify various leadership roles in an organization				
Utilize elements of effective communication in an organization				
8) Apply problem-solving and project management theories to improve organizational outcomes				
Identify issues an organization experiences that hamper growth or effectiveness				
Propose a solution to an issue utilizing detailed project planning and management skills to mitigate and/or resolve the issue.				

Tyler Helms asked the committee for a motion to approve the assessment methods and results as presented.

Daniel Ahern made a motion to approve the assessment methods and results as presented.

Tyler Helms seconded the motion.

The motion passed and the committee approved the assessment methods as presented.

❖ **Approval of workplace competency (course or exam)**

Tyler Helms asked the faculty member, Steven Underhill, to discuss with the committee the workplace competency and how the students have performed on the competency.

Steven Underhill reviewed the information with the committee.

Program Outcome	Number of students who took the courses	Results per student	Use of results
Identify issues including laws and ethics related to the business/business management environment.	7	79% 61% 93% 13% 0% 73%	With the exception of two students over the three semesters reported that did not complete the final project/paper in the capstone class, they all performed relatively well

		86%	
Recognize and use basic accounting terminology and analyze financial information.	7	79% 82% 93% 29% 0% 70% 73%	
Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.	7	77% 100% 93% 29% 0% 86% 88%	
Apply concepts of organizational behavior in the management of human resources.	7	77% 100% 93% 29% 13% 100% 100%	
Apply marketing principles and management practices to improve organizational performance.	7	64% 86% 66% 14% 0% 70% 88%	
Create and present effective business is written and verbal communications.	7	79% 100% 74% 61% 35% 91% 100%	

Tyler Helms asked if any one had recommendations from the committee, hearing none the meeting moved forward. Tyler Helms asked for a motion to approve the workplace competency as presented.

Leslie Rhodes made a motion to approve the workplace competency as presented.

Vanda Cullar seconded the motion.

The motion passed and the committee approved the workplace competency as presented.

❖ **Program Specific Accreditation Information and Requirements (if applicable)**

N/A

❖ **Review program curriculum/courses/degree plans**

Tyler Helms asked the faculty member, Steven Underhill, to review the program revisions with the committee.

Steven reviewed the following program curriculum/courses stating there are no revisions 2023-2024.

Business Management, Level 1 Certificate

CIP 52.0101

Instructional Location - Vernon Campus, Century City Center

CERTIFICATE OF COMPLETION (Probable Completion Time – 9 months or 32 weeks)

Related Requirements (7 SH)

COSC 1301	Introduction to Computing	3
SPCH 1315	Public Speaking	3
ITSC 1301	Introduction to Computers (A)	3
LEAD 1100	Workforce Development With Critical Thinking	1

Major Requirements (24 SH)

BMGT 1309	Information and Project Management	3
BMGT 1327	Principles of Management (A)	3
BUSG 1303	Principles of Finance	3
BUSI 1301	Business Principles	3
BUSI 2304	Business Report Writing and Correspondence	3
HRPO 2301	Human Resources Management	3
HRPO 2307	Organizational Behavior	3
MRKG 1311	Principles of Marketing (A)	3
	Total Credit Hours:	31

(A) Course included on the State's Advanced Technical Credit list. (See Advanced Technical Credit.)

BCIS 1305: Preferred course.

Business Management, A.A.S.

CIP 52.0101

Instructional Location - Vernon Campus, Century City Center

ASSOCIATE IN APPLIED SCIENCE DEGREE (Probable Completion Time - 2 years)

General Education Requirements (15 SH)

ENGL 1301	Composition I	3
GOVT 2305	Federal Government (Federal Constitution and Topics)	3
MATH 1314	College Algebra	3
SPCH 1315	Public Speaking	3
SFF>	Language, Philosophy, and Culture or Creative Arts Elective	3

Related Requirements (13 SH)

ACNT 1325	Principles of Accounting I	3
ACNT 1326	Principles of Accounting II	3
COSC 1301 or	Introduction to Computing	3
BCIS 1305	Business Computer Applications	3
LEAD 1100	Workforce Development with Critical Thinking	1
ECON 2301	Principles of Macroeconomics	3

Major Requirements (32 SH)

BMGT 1309	Information and Project Management	3
BMGT 1327	Principles of Management (A)	3
BMGT 1341	Business Ethics	3
BMGT 2303	Problem Solving and Decision Making	3
BUSG 1303	Principles of Finance	3
BUSG 1207	Entrepreneurship and Economic Development	2

BUSI 1301	Business Principles	3
BUSI 2304	Business Report Writing and Correspondence	3
HRPO 2301	Human Resources Management	3
HRPO 2307	Organizational Behavior	3
MRKG 1311	Principles of Marketing (A)	3
	Total Credit Hours:	60

BCIS 1305: Preferred course

> To be selected from the following: ARTS 1301, DRAM 1310, DRAM 2366, ENGL 2322, ENGL 2323, ENGL 2327, ENGL 2328, ENGL 2332, ENGL 2333, HIST 2311, HIST 2312, MUSI 1306

(A) Course included on the State's Advanced Technical Credit list. (See Advanced Technical Credit.)

ACCT 2301 and ACCT 2302 may be substituted for ACNT 1325 (A) and ACNT 1326 for A.A.S. in Business Management only

Course descriptions and learning outcomes provided as a separate document.

❖ **Approve program revisions (if applicable)**

There are no changes for the 2023-2024 year.

❖ **Approve 2022-2023 SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices.**

Tyler Helms asked the faculty member, Steven Underhill, to explain the meaning of the different sets of SCANS matrices.

Steven Underhill reviewed the various SCANS listed below explaining the differences and purposes for three umbrellas the college operates under as well as each agency's mapping requirements.

SCANS Matrix: The SCANS (Secretary’s Commission on Achieving Necessary Skills) Matrix represents the 8 Federal requirements that must be taught. The matrix shows how we are mapping them back to each of the courses in the program.

Program: Business Management								Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion	
Award: Business Management AAS Degree									
Cip: 52.0101									
LIST OF ALL COURSES REQUIRED AND IDENTIFIED COMPETENCIES									
SCANS COMPETENCIES								Course Number	Course Title
1	2	3	4	5	6	7	8		
X		X		X		X	X	ACNT 1325	Principles of Accounting I
X		X		X		X	X	ACNT 1326	Principles of Accounting II
x	x	x	x	x	x	x	x	COSC 1301 or BCIS 1305	Introduction to Computing or Business Computer Applications
x	x		x	x	x	x	x	LEAD 1100*	Workforce Development With Critical Thinking
x	x	x	x	x	x	x	x	ECON 2301	Principles of Macroeconomics
X	X		x	x	x	x	X	BMGT 1341	Business Ethics
X	X	x	x	x	x	x	X	BMGT 1327*	Principles of Management
X	X	x	x	x	x	x	X	BMGT 2303	Problem Solving and Decision Making
X	X	x	x	x	x	x	X	BUSI 1301*	Business Principles
X		x	x	x		x	X	BUSG 1303*	Principles of Finance
X	X		x	x	x	x	X	BUSI 2304*	Business Report Writing and Correspondence
X	x		x	x	x	x	x	HRPO 2301*	Human Resources Management
X	x		x	x	x	x	x	HRPO 2307*	Organizational Behavior
X	x	x	x	x		x	x	BMGT 1309*	Information and Project Management
X	x	x	x	x	x	x	x	MRKG 1311*	Principles of Marketing
x	x	x	x	x	x	x	x	BUSG 1207	Entrepreneurship and Economic Development
								8. BASIC USE OF COMPUTERS	
								7. WORKPLACE COMPETENCIES	
								6. PERSONAL QUALITIES	
								5. THINKING SKILLS	
								4. SPEAKING AND LISTENING	
								3. ARITHMETIC OR MATHEMATICS	
								2. WRITING	
								1. READING	

Courses with an * are part of the certificate

General Education Matrix: The General Education Matrix is state-mandated. You will see the 6 requirements that the college is tasked with teaching and how they map back to the courses.

Program: Business Management						Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion	
Award: Business Management Associate in Applied Science (AAS) Degree							
Cip: 52.0101							
LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES							
GENERAL EDUCATION CORE OBJECTIVES						Course Number	Course Title
1	2	3	4	5	6		
X		X		X	X	ACNT 1325	Principles of Accounting I
X		X		X	X	ACNT 1326	Principles of Accounting II
x	x	x	x	x	x	COSC 1301 or BCIS 1305	Introduction to Computing or Business Computer Applications
x	x		x	x	x	LEAD 1100*	Workforce Development with Critical Thinking
x	x	x	x	x	x	ECON 2301	Principles of Macroeconomics
x	x		x	x	x	BMGT 1341	Business Ethics
x	x	x	x	x	x	BMGT 1327 *	Principles of Management
x	x	x	x	x	x	BMGT 2303	Problem Solving and Decision Making
x	x	x	x	x	x	BUSI 1301*	Business Principles
x	x	x	x	x		BUSG 1303*	Principles of Finance
x	x		x	x	x	BUSI 2304*	Business Report Writing and Correspondence
x	x		x	x	x	HRPO 2301*	Human Resources Management
x	x		x	x	x	HRPO 2307*	Organizational Behavior
x	x				x	BMGT 1309*	Information and Project Management
x	x	x	x	x	x	MRKG 1311*	Principles of Marketing
x	x	x	x	x	x	BUSG 1207	Entrepreneurship and Economic Development
						6. Personal Responsibility	
						5. Social Responsibility	
						4. Teamwork	
						3. Empirical and Quantitative Skills	
						2. Communication Skills	
						1. Critical Thinking Skills	

Courses with an * are part of the certificate

Program Outcomes Matrix: The Outcomes Matrix represents the Vernon College mandated requirements. They are the Program outcomes just approved and how they map back to the courses.

Program: Business Management							Credential: Associate in Applied Science (AAS) Degree/Certificate in Completion
Award: Associate in Applied Science (AAS) Degree							
Cip: 52.0101							
LIST OF ALL COURSES REQUIRED AND OUTCOMES							
OUTCOMES						Course Number	Course Title
1	2	3	4	5	6		
X	X	X				ACNT 1325	Principles of Accounting I
X	X	X				ACNT 1326	Principles of Accounting II
					x	COSC1301/BCIS 1305	Introduction to Computing /Business Computer Applications
x			x		x	LEAD 1100*	Workforce Development with Critical Thinking
					x	ECON 2301	Principles of Macroeconomics
x			x			BMGT 1341	Business Ethics
x	x	x	x	x	x	BMGT 1327 *	Principles of Management
x	x	x	x	x	x	BMGT 2303	Problem Solving and Decision Making
x	x	x	x	x	x	BUSI 1301*	Business Principals
x	x	x				BUSG 1303*	Principles of Finance
x	x		x	x	x	BUSI 2304*	Business Report Writing and Correspondence
x			x	x	x	HRPO 2301*	Human Resources Management
x			x	x	x	HRPO 2307*	Organizational Behavior
x	x	x	x	x	x	BMGT 1309*	Information and Project Management
x	x	x	x	x	x	MRKG 1311*	Principles of Marketing
	x	x		x	x	BUSG 1207	Entrepreneurship and Economic Development
						6. Create and present effective business written and verbal communications.	
						5. Apply marketing principles and management practices to improve organizational performance.	
						4. Apply concepts of organizational behavior in the management of human resources.	
						3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process.	
						2. Recognize and use basic accounting terminology and analyze financial information.	
						1. Identify issues including laws and ethics related to the business/business management environment.	

Courses with an * are part of the certificate

Institutional Outcomes Matrix: The Institutional Outcomes Matrix represents the Vernon College mandated requirements. This matrix represents how the program outcomes map back to the institutional outcomes/general education outcomes.

Program: Business Management						Credential: Associate in Applied Science (AAS) Degree/Certificate of Completion
Award: Associate in Applied Science (AAS) Degree						
Cip: 52.0101						
LIST OF ALL COURSES REQUIRED AND OUTCOMES						
OUTCOMES						General Education Outcomes
1	2	3	4	5	6	
x	x	x	x	x		Critical Thinking Skills
	x				x	Communication Skills
	x	x				Empirical and Quantitative Skills
			x	x	x	Teamwork
x			x	x	x	Social Responsibility
x		x	x	x		Personal Responsibility
						6. Create and present effective business written and verbal communications.
						5. Apply marketing principles and management practices to improve organizational performance.
						4. Apply concepts of organizational behavior in the management of human resources.
						3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting process.
						2. Recognize and use basic accounting terminology and analyze financial information.
						1. Identify issues including laws and ethics related to the business/business management environment.

Tyler Helms asked for a motion to approve all matrices as presented.

Reagan Foster made a motion to approve the program matrices as presented.

Vanda Cullar seconded the motion.

The motion passed and the committee approved all matrices as presented.

❖ **Program statistics: Graduates (from previous year/semester), current majors, current enrollment**

Steven Underhill discussed the current program statistics with the committee. Tyler asked the committee for any recommendation for program statistics hearing none he moved forward.

❖ **Program Statistics:**

- Graduates 2021-2022: 3 AAS and 2 Certificate graduates
- Enrollment Summer 2022: 0 BM courses offered over the Summer

- Majors Fall 2022-2023: 85 declared BM majors
- Enrollment Fall 2022: 30 students enrolled into BM specific courses with 65 BM specific class enrollments

❖ **Local Demand**

Tyler Helms asked the committee for discussion on local demand. Leslie Rhodes stated that Texoma has 4 new hires entry level, Daniel Ahern stated they are always looking for processing claims positions. Tyler has 5 employees enrolled in Vernon College now.

Tyler Helms asked the committee for any further discussion on local demand hearing none he moved forward.

❖ **Evaluation of facilities, equipment, and technology. Recommendation for the acquisition of new equipment and technology.**

Tyler Helms asked the committee for discussion or recommendations for new equipment hearing none he moved forward.

❖ **External learning experiences, employment, and placement opportunities**

Tyler Helms asked the faculty, Steven Underhill, to brief the committee on external learning experiences. Steven stated that Vernon College offers a job board on our website. Businesses that want to add jobs to the board need to contact Chelsey Henry. If they would like their business to be added to the GradCast database contact Bettye Hutchins. VC subscribes to a service called GradCast to expedite student resumes.

Tyler asked for any discussion, hearing none he moved forward.

Placement Rate of Program Completers by Reporting Year [1]												
Program	2016-2017			2017-2018			2018-2019			3-Year Average		
	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%
52010000- Business/Commerce, General	3	5	60%	2	3	66.67%	5	5	100%	10	13	76.92%

❖ **Professional development of faculty and recommendations**

Tyler Helms asked the committee to review the profession development opportunities that the faculty has taken advantage of during the year.

- Relevant BOSS sessions as schedule allows
- American Legion/veteran outreach opportunities
- TACTE Conference in Grapevine, TX (Texas Assoc. of College Tech. Educators)

Tyler Helms asked if the committee had any further recommendations for professional development for the staff. The committee offered none, he moved forward.

❖ **Promotion and publicity (recruiting) about the program to the community and business and industry**

Tyler Helms asked the faculty, Steven Underhill, to elaborate on the promotion and publicity for the Business Management degree.

Student testimonial videos promoting the program on TicTok

Tyler asked for any discussion or recommendations, hearing none he moved forward.

❖ **Serving students from special populations:**

Tyler Helms asked the faculty member, Steven Underhill, to review special populations. Steven reviewed special population and explained what Vernon College offers students, as well as the federal guidelines.

Vernon College is an open-enrollment college. The Proactive Assistance for Student Services (PASS) department offers many services for documented disabilities such as but not limited to quiet testing, longer testing times, interpreters, and special equipment.

Vernon College has a program titled “New Beginnings” for students who qualify to receive transportation, childcare, and/or textbook loans. Perkins funding is also offering assistance to break down barriers such as uniform, supply, and equipment costs.

Peer to Peer mentoring, tutoring (online and in-person), resume building, student success series, and counseling are just a few of the other options/services available to students.

1. Special populations’ new definitions:
 - a. Individuals with disabilities;
 - b. Individuals from economically disadvantaged families, including low-income youth and adults;
 - c. **Individuals preparing for nontraditional fields; 52/33 female to male ratio**
 - d. Single parents, including single pregnant women;
 - e. Out-of-workforce individuals;
 - f. English learners;

- g. Homeless individuals described in section 725 of the McKinney-Vento Homeless Assistance Act (42 U.S.C. 11434a);
- h. Youth who are in, or have aged out of, the foster care system; and
- i. Youth with a parent who—
 - i. is a member of the armed forces (as such term is defined in section 101(a)(4) of title 10, United States Code);
 - ii. is on active duty (as such term is defined in section 101(d) (1) of such title).

Tyler Helms asked if the committee had any further discussion or recommendations. The committee offered none.

Adjourned

Tyler Helms adjourned the meeting at 12:43PM.

Recorder Signature – <i>David M. Aherm</i>	Date <i>1/12/2023</i>	Next Meeting: Fall 2023
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