

Advisory Committee Spring 2017 Annual Meeting Minutes
Business Management
Vernon College- Century City Center

CHAIRPERSON: Terry Patton		
MEETING DATE: March 29, 2017	MEETING TIME: 11:45	MEETING PLACE: Board Room 115
RECORDER: John Daugherty	VICECHAIRPERSON: Daniel Ahern	PREVIOUS MEETING: November 11, 2015

MEMBERS PRESENT:

MEMBER'S ABSENT:

OTHERS PRESENT:

Name, Title, Company	Name, Title, Company	Name, Title, Company
Daniel Ahern, Co-Owner, The Iron Horse Pub	Cliff Berg, Chief Lending Officer, First National Bank of Wichita Falls	John Hennington, Program Coordinator, Vernon College
John Daugherty, President, Landmark Title Company	Joe Gazdik, Director Guest Services, United Regional Health Care System	Mark Holcomb, Industrial Automation Systems Instructor & Division Chair, Vernon College
Larry Martin, General Manager, Market Street	Kevin Goldstein, President, American National Bank	Debbie Richard, Skills Training Center Administrative Assistant, Adjunct Instructor, Vernon College
Claudia Ordonez, H.R. Generalist, Tranter, Inc.	Bill Patty, Vice President, Union Square Credit Union	Dr. Gary Don Harkey, Dean of Instructional Services, Vernon College
Terry Patton, Dean, Dillard College of Business Administration Midwestern State University	Ann Tacker, Training Manager, Tyson/Wright Brand Foods	Shana Drury, Associate Dean of Instructional Services, Vernon College
		Donna Egoavil, Administrative Assistant to the Associate Dean of Instructional Services, Vernon College
		Melissa Moore, Early College Start Coordinator, Vernon College

AGENDA

Agenda Item	Action, Discussion, or Information	Responsibility
Welcome & Introductions	Information	John Hennington
Purpose of Advisory Committee	Information	Dr. Gary Don Harkey
Election of Chair, Vice Chair and Recorder	Action	John Hennington
Approval of Minutes from the Last Meeting	Action	Chair
Old Business: (if any, otherwise type None)	None	Chair
Continuing Business: (List if any, otherwise type None)	None	Chair

New Business:		Chair
Review program outcomes, assessment methods, and results	Information	Chair
Approve program outcomes	Action	Chair/Members Present
Approve assessment methods	Action	Chair/Members Present
Review program curriculum/courses/degree plans	Information/Discussion	Chair
Approve program revisions (if applicable)	Action	Members present
Review SCANS and Gen Ed outcomes matrices	Information/Discussion	Chair
Approve SCANS and Gen Ed outcomes matrices	Action	Members Present
Review verification course/exam of workplace competencies	Information/Discussion	Chair
Approval of course/exam of workplace competencies	Action	Members Present
Program statistics: Graduates, majors, enrollment	Information/Discussion	Chair
Evaluation of facilities, equipment, and technology	Action	Members Present
Recommendations of selection and acquisition of new equipment and technology	Information/Discussion/Action	Members Present
External Learning experiences, employment and placement opportunities	Information	Chair
Professional development of faculty and recommendations (if applicable)	Information/Discussion/Action (if applicable)	Chair/Members Present
Promotion and publicity (recruiting) about the program to the community and to business and industry (gender equity)	Discussion/ Information	Chair
Serving students from special needs	Information	Chair
Adjourn	Action	Chair/Members Present

MINUTES

Key Discussion Points	Action, Discussion, or Information
Welcome & Introductions	John Hennington welcomed and thanked the advisory members for their willingness to serve. Everyone introduced themselves and stated their positions and the organization they represented. Note: Each committee member received a packet via email which included all documents that would be reviewed and discussed.
Purpose of Advisory Committee	Dr. Gary Don Harkey explained the purpose and importance of an advisory committee and how their input helps the college maintain the most current practices, direction and equipment. The committee helps ensure the skills knowledge and abilities taught are pertinent to the field to produce the graduates that employers would like to hire in the Business Management field.
Election of Chair, Vice Chair and	Terry Patton volunteered for Chair. Daniel Ahern volunteered for Vice

Recorder	Chair, and John Daugherty volunteered for Recorder. The committee agreed solidly.																								
Approval of Minutes from the Last Meeting	The Chair asked the members to review the previous minutes and they did. Terry Patton asked for a motion to approve the minutes as is. Daniel Ahern made a motion to approve last meetings minutes as is and John Daugherty seconded. The committee agreed unanimously.																								
Old Business: (if any, otherwise type None)	The Chair stated there was no old business.																								
Continuing Business: (List if any, otherwise type None)	Terry Patton informed the committee that there was no continuing business.																								
New Business:																									
Review program outcomes, assessment methods, and results	<p>The Chair asked John Hennington to expound on the program outcomes, assessment methods and results and he did.</p> <table border="1"> <thead> <tr> <th>Program Outcomes For 2015-2016 (Based on 5 students):</th> <th colspan="2">RESULTS</th> </tr> <tr> <td>Upon successful completion of the program, students will be able to:</td> <th>Number</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>1. Identify issues including laws and ethics related to the business/business management environment.</td> <td>5</td> <td>100</td> </tr> <tr> <td>2. Recognize and use basic accounting terminology and analyze financial information.</td> <td>3</td> <td>60.00</td> </tr> <tr> <td>3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.</td> <td>2</td> <td>40.00</td> </tr> <tr> <td>4. Apply concepts of organizational behavior in the management of human resources.</td> <td>5</td> <td>100</td> </tr> <tr> <td>5. Apply marketing principles and management practices to improve organizational performance.</td> <td>5</td> <td>100</td> </tr> <tr> <td>6. Create and present effective business communications.</td> <td>5</td> <td>100</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Assessment method: Capstone Course BMGT 2303 Problem Solving and Decision Making <ul style="list-style-type: none"> Resume 10 pts. 2 case studies 20 pts. Research paper 70 pts. <p>The committee members reviewed and discussed the outcomes assessment methods and results. Terry Patton asked John Hennington if the program outcomes were tied to the program goals. John responded no. Mark Holcomb added the 5 year evaluation shows the mapping back in addition to the matrices that will be explained later in the meeting. The committee had a discussion and no recommendations were made at this time.</p>	Program Outcomes For 2015-2016 (Based on 5 students):	RESULTS		Upon successful completion of the program, students will be able to:	Number	%	1. Identify issues including laws and ethics related to the business/business management environment.	5	100	2. Recognize and use basic accounting terminology and analyze financial information.	3	60.00	3. Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.	2	40.00	4. Apply concepts of organizational behavior in the management of human resources.	5	100	5. Apply marketing principles and management practices to improve organizational performance.	5	100	6. Create and present effective business communications.	5	100
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Approve program outcomes	Terry Patton asked members to approve program outcomes as is. Daniel Ahern made a motion to approve the outcomes as is. Larry Martin seconded. The committee agreed unanimously.																								
Approve assessment methods	The Chair asked members to approve the assessment methods as is. John Daugherty made a motion to approve the assessment methods as is. Claudia Ordonez seconded. The committee agreed universally.																								
Review program curriculum/courses/degree plans	Terri Patton asked John Hennington to update the committee on the curriculum/course/degree plans and he did. The committee reviewed them and agreed that the updates that were made last year were sufficient. The committee made no recommendation.																								
Approve program curriculum/courses/degree plans/revisions (if applicable)	The Chair asked members to approve the program curriculum/courses/degree plans as is. Larry Martin made a motion to approve the program curriculum/courses/degree plans as is. John Daugherty seconded. The committee agreed unanimously.																								

Review SCANS, General Education and Outcomes matrices	Terry Patton asked Shana Drury to explain the three matrices and she did. Terry Patton asked if there was an assessment for each of the matrices requirements. Dr. Gary Don Harkey stated that with the CTE programs, Vernon College is responsible for assessing the Program Outcomes. He added that with the academic transfer courses, both Outcomes and General Education matrices have to be assessed. The members reviewed them and had a discussion. The committee made no recommendations.
Approve SCANS, General Education and Outcomes matrices	The Chair asked members to approve the three matrices as is. Danny Ahern made a motion to approve the three matrices as is. Larry Martin seconded. The committee agreed entirely.
Review verification course/exam of workplace competencies	<p>Terry Patton asked John to expound on the course/exam of workplace competencies and he did. Terry then asked the committee to review the course competencies for sufficiency and they did.</p> <ul style="list-style-type: none"> • BMGT 2303 Problem Solving and Decision Making <p>The committee had a discussion and made no recommendations.</p>
Approval of course/exam of workplace competencies	The Chair asked members to approve the course/exam of workplace competencies as is. Danny Ahern made a motion to approve course/exam workplace competencies as is. Claudia Ordonez seconded. The committee agreed universally.
Program statistics: Graduates, majors, enrollment	<p>Terry Patton asked John Hennington to expound on the graduates, majors and enrollments and he did.</p> <ul style="list-style-type: none"> • Graduates for 16-17: 8 The program has surpassed the 25 minimum AAS/Cert in a 5 year period with a total of 32. • Majors: 58 • Enrollments: Down 12% mainly in the Accounting class Fall 16:118 Spring 17: 81 not including Spring II <p>Daniel Ahern asked if the Accounting class is the one that transfers to MSU. John Hennington responded, "Yes".</p> <p>Larry Martin asked if more classes are going on line. Dr. Harkey informed the committee that online enrollment went down 2016-2017 and he was pleased because he was concerned about the quality of on line classes and student authenticity. Terry Patton responded that the quantitative type courses like Accounting, Statistics, and Business Finance are difficult to teach on line. The committee had a discussion.</p> <p>Terry Patton expressed that the state was increasing the minimum for universities from 25 to 40 graduates/completers over a five year period and asked if Vernon College was affected by the change. Dr. Harkey stated that the state has not moved that bench mark for community colleges yet. The committee had a discussion. No recommendations were made.</p> <p>Dr. Harkey expressed that one of the problems with majors is that students declare themselves as a particular major, then they decide to change majors and do not inform the college. Daniel Ahern asked if you have to go to the office to change your major. Dr. Harkey stated, "Yes. Because at the community college level, there are different advising and counseling requirements depending on the major." The committee had a discussion. No recommendations were made.</p>
Evaluation of facilities, equipment, and technology	The Chair asked John Hennington to update the committee on the condition of the facilities, equipment, and technology. John noted that members have had a tour of the facility/lab. Then he expressed that he presently has everything he needs and thinks that the facility is in excellent condition.

Recommendations of selection and acquisition of new equipment and technology	Terry Patton asked the committee for any recommendations for lab/equipment/classroom/facility. John Hennington stated that he had everything he needed, but was willing to receive any updates. The committee had a discussion and no recommendations were made.
External Learning Experiences, employment and placement opportunities	The Chair asked John Hennington to update the committee on External Learning Experiences, employment and placement opportunities and he did. John informed the committee that for the first time in five years he has a practicum course, but no one has signed up for it yet. Daniel Ahern stated that he had participated in practicums and though it went very well. The committee had a discussion and no recommendations were made.
Professional development of faculty and recommendations (if applicable)	Terry Patton asked John Hennington to inform the members of any professional development opportunities he has taken advantage of. John expressed to the committee that because of his plans to retire at the end of the 2016-2017 school year, he has not attended outside professional development. <ul style="list-style-type: none"> • Vernon College in-house • Innovation Center • Publisher training The committee had no recommendations.
Promotion and publicity (recruiting) about the program to the community and to business and industry (gender equity)	The Chair asked John Hennington to update the committee on promotion and publicity of the program. John provided members with an update of the program recruitment and advertisement. <ul style="list-style-type: none"> • Petrolia High School tour - Sep 2016 • Sophomore Roundup - Nov 2016 • Wichita Falls area high schools tour – Dec 2016 • Preview Day on the Vernon Campus • Springfest – Apr 2017 Terry Patton asked if the numbers of participant are the same. Shana Drury stated that the numbers have increased since last year. The committee had a discussion and no recommendations were made.
Serving students from special needs	Terry Patton asked John Hennington to inform the committee how he and Vernon College meet the needs of students from the “special population”. John stated that each semester he refers several students to Vernon College’s Special Services department where students who qualify may obtain services and accommodations. John added that presently he has a good balance of males to females in the program. <p>The definition of “special populations” as outlined by Perkins: In referencing “special populations” in the Local Plan and in any other applicable sections of the Application, the Applicant shall use the term to mean:</p> <ol style="list-style-type: none"> 1. individuals with disabilities; 2. individuals from economically disadvantaged families, including foster children; 3. individuals preparing for non-traditional fields; 4. single parents, including single pregnant women; 5. displaced homemakers; and 6. individuals with limited English proficiency.
Final farewell from VC Administration and Advisory Board Members	Dr. Harkey thanked John Hennington for his many years of service and added that John has been a valuable resource to Vernon College. Terry Patton agreed and expressed that it had been a pleasure working with John through the years. Dr. Harkey thanked Terry Patton as a representative of MSU for their partnership through the years. The committee reiterated and applauded John Hennington for his excellence, professionalism and

	partnership through the years.
Adjourn	Terry Patton adjourned the meeting at 12:40 PM after discussion ended.

RECORDER SIGNATURE: 	DATE: 4-18-17	NEXT MEETING: Fall 2017
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