

## 2016-2017 Annual-End-of-Year Committee Report

**Committee Name:** Vernon College Business Management Advisory Committee  
Because of a scheduling conflicts, this committee did not meet during the fall.

**Chairperson:** Dr. Terry Patton

**List of members:**

Mr. Daniel Ahern	Co-owner	The Iron Horse Pub
Mr. Cliff Berg	Chief Lending Officer	First National Bank of Wichita Falls
Mr. Joe Gazdik	Director, Guest Services	United Regional Health Care System
Mr. Kevin Goldstein	President	First National Bank of Wichita Falls
Mr. John Daugherty	President	Landmark Title Company
Mr. Larry Martin	General Manager	Market Street
Ms. Claudia Ordonez	H.R. Generalist	Tranter Inc.
Dr. Terry Patton	Dean	Dillard College of Business Administration, MSU
Mr. Bill Patty	Vice President	Union Square Credit Union
Ms. Ann Tacker	Training Manager	Tyson/Wright Brand Food

**Dates of meetings:** March 29, 2017

**Accomplishments:**

- Approved minutes for the meeting held fall 2016
- Reviewed/approved the program outcomes, assessment methods, and results as follows

Program outcomes for 2015-2016 (Based on 5 students):	Results	
On 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 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

- Assessment method: Capstone Course BMGT 2303 Problem Solving and Decision Making
  - Resume 10 points
  - 2 case studies 20 points
  - Research paper 70 points
- Reviewed/approved course changes made last year
- Reviewed/approved SCANS, General Education and Outcomes matrices

- Reviewed/approved Workplace Competencies
- Program statistics
  - Expected Graduates 16-17: 8
  - Exceeded 25 minimum for 5 years: 32 likely
  - Majors fall/spring 17: 58
  - Enrollment fall 16: 118
  - Enrollment spring 17: 85
    - Fewer Vernon campus students and competition by schools that offer more online courses seems to account for enrollment drop.
- Program Recruitment:
  - Petrolia High School- September
  - Sophomore Round-up – November
  - Wichita Falls High School- December
  - Springfest-April

**Recommendations:** None

**Agendas, exhibits and minutes posted to Vernon College web site address:**  
<http://www.vernoncollege.edu/CollegeEffectiveness/Committees.aspx>

**Submitted by:** John Hennington

**Date submitted:** 4-28-2017