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Advisory Committee Fall 2020 Minutes
Business Management
9:00 am – Thursday, September 24, 2020 – Virtual, via Microsoft Teams

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Members present:
Daniel Ahern, BCBS
Vanda Cullar, Small Business Development Center
Kevin Goldstein, American National Bank
Tyler Helms, Homewood Suites by Hilton
Dr. Delores Jackson, Midwestern State University
Claudia Ordonez, Tranter, Inc.
Leslie Rhodes, Texoma Community Credit Union

Vernon College Faculty/Staff:
Michelle Downes
Shana Drury
Mark Holcomb
Amanda Jasso
Holly Scheller
Steven Underhill

Members not present:
John Daugherty

Steven Underhill started the welcome and introductions. Shana Drury explained the purpose of the advisory committee and opened the floor for the committee to elect a vice chair and a recorder. Kevin Goldstein volunteered for the position of Vice Chair and Danny Ahern volunteered for the position of recorder.

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Chair: Leslie Rhodes
Vice Chair: Kevin Goldstein
Recorder: Danny Ahern

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Leslie Rhodes began the meeting with new business; there was no old business to discuss.

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

Leslie Rhodes asked the faculty member, Steven Underhill, to review the program outcomes listed below with the committee. Steven gave a detailed description of each of the 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 the presentation, Leslie Rhodes asked the committee for a motion to approve the program outcomes as presented.
Kevin Goldstein made a motion to approve the program outcomes as presented.
Vanda Cullar seconded the motion.

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

Assessment methods and results

Leslie Rhodes asked if the faculty member, Steven Underhill, would like to explain in more detail the assessment methods and results. Steven Underhill presented the following table as the rating form he uses for the research paper for the capstone course.

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 of 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 solution to issue utilizing detailed project planning and management skills to mitigate and/or resolve issue.				

To assess these outcomes a capstone course (BMGT2303) is used. In the course the students are required to write a 10-page research paper on a business problem being addressed by a company, identify the issue, define and explain the company's rationalizations for addressing the problem and what, if anything, you would do differently if you were in their position. In their paper, they will address the consequences of the issue from financial, productive, legal, ethical and organizational perspectives. The consequences should be explained in both the current environment and the student's proposed hypothetical solution's environment.

Additionally, students are required to produce a resume and cover letter, properly formatted, for a job posting made available to them at the beginning of the course. While the content of the resume (experience, education, extra-curricular activities) may be fabricated, the format should be professional and the cover letter should expound upon themselves displaying knowledge of the company they are applying t in a properly formatted block-letter format.

The final assessment measures student responses to two case studies. One case addresses organizational structure, corporate alliances and addressing slow growth. The other case looks at SARBOX and the events leading to its passage into law, and asks what if anything the student would add/change about the current law to prevent manipulation of corporate earnings.

Dr. Delores Jackson asked if Steven Underhill was seeing a lot of disconnect between students going through the program and the capstone course. Steven Underhill stated usually no.

❖ **Approve assessment methods and results**

After that discussion, Leslie Rhodes asked the committee for a motion to approve the assessment methods as presented.
Vanda Cullar made a motion to approve the assessment methods and results as presented.
Kevin Goldstein seconded the motion.

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

Workplace competency (course or exam)

Leslie Rhodes asked the faculty member, Steven Underhill, to tell the committee about the competency and how the students have preformed on the competency.

Program Outcome	Number of students (A.A.S.) who took the courses	Results per student	Use of results
Identify issues including laws and ethics related to the business/business management environment.	4	95% 94% 92% 70%	This holds for each of the outcomes below: My perception was one student wrapping up her AAS requirements had done only the bare minimum to pass the course/competencies. Whether it was work/life related, or just educational exhaustion I can't say. The other three did very well articulating and producing evidence of a good grasp of the concepts/theories introduced through the program
Recognize and use basic accounting terminology and analyze financial information.	4	95% 94% 92% 70%	
Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.	4	95% 94% 92% 70%	
Apply concepts of organizational behavior in the management of human resources.	4	95% 94% 92% 70%	
Apply marketing principles and management practices to	4	95% 94% 92%	

improve organizational performance.		70%	
Create and present effective business written and verbal communications.	4	95% 94% 92% 70%	

Verification of workplace competencies:

Certificate: BMGT 1309 Information and Project Management – Capstone course
A.A.S.: BMGT 2303 Problem Solving and Decision Making – Capstone course

There was some discussion about the numbers and the calculations. It was discussed to use the matrix measurements for each outcome instead of the overall percentages. Mark Holcomb mentioned these numbers would reflect the scale a little better.

Dr. Delores Jackson asked where the students go usually when they complete the A.A.S. at Vernon College. Steven Underhill mentioned that the A.A.S. was a good transition to the B.A.A.S. program at MSU because to move to the Dillard School of Business at MSU they would need to take some extra courses not required for the degree.

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

After discussion, Leslie Rhodes asked for a motion to approve the workplace competency with the updated numbers.

Danny Ahern made a motion to approve the workplace competency with the updates.
Tyler Helms seconded the motion.

The motion passed and the committee approved the workplace competency with the updated information. (highlighted)

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

Leslie Rhodes asked if the faculty member, Steven Underhill, would update the committee members on the suggested changes. Steven Underhill turned that discussion to Shana Drury and she provided clarification. There will be an added one-hour course to the certificate moving it to thirty-one hours and the same course will be added to the A.A.S. with the removal of one hour of the Entrepreneurship and Economic Development course. However, the course would keep all contact hours and course outcomes. The added course is LEAD 1100 and it was introduced based on assessment of local needs. This course will be added to every certificate program and

after completing the course the students will have the opportunity to test and receive a certificate of completion for the training. Details of the LEAD 1100 course were provided in an additional document with the course descriptions and learning outcomes.

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 (6 SH)

COSC 1301	Introduction to Computing	3
SPCH 1315	Public Speaking	3

Major Requirements (25 SH)

BMGT 1309	Information and Project Management	3
LEAD 1100	Workforce Development with Critical Thinking	1
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 (12 SH)

ACNT 1325	Principles of Accounting I	3
ACNT 1326	Principles of Accounting II	3
COSC 1301	Introduction to Computing	3
	or	
BCIS 1305	Business Computer Applications	3
ECON 2301	Principles of Macroeconomics	3

Major Requirements (33 SH)

BMGT 1309	Information and Project Management	3
BMGT 1327	Principles of Management (A)	3
LEAD 1100	Workforce Development with Critical Thinking	1
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

❖ Approve program revisions (if applicable)

Leslie Rhodes began the discussion of the program revisions with a question about the LEAD 1100 course. The question was would the course be offered as Continuing Education for some of the local businesses and their current employees. Shana Drury answered by stating yes the course would be an option for local businesses to take or even set up trainings at their facility. Danny Ahern wanted to make sure that once this course was available that it was marketed to the area businesses and that he wanted to be included on the list when the course did become available.

After discussion, Leslie Rhodes asked the committee for a motion to approve the program revisions as presented.
Tyler Helms made a motion to approve the program revisions are presented.
Claudia Ordonez seconded the motion.

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

❖ Approve SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices

Leslie Rhodes asked the faculty member, Steven Underhill, to please discuss the following matrices with the committee.

Steven Underhill explained the program has to work under three umbrellas: 1. Local or Vernon College, 2. State or THECB-Texas Higher Education Coordinating Board, and 3. Federal. To ensure the Program is following all rules and regulations, we use matrices to map the requirements back to the courses.

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 or ITSC 1301	Introduction to Computing **or** Business Computer Applications **or** Introduction to Computers
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 1307	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						

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 or ITSC 1301	Introduction to Computing **or** Business Computer Applications **or** Introduction to Computers
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 1307	Entrepreneurship and Economic Development

					6. Personal Responsibility
				5. Social Responsibility	
			4. Teamwork		
		3. Empirical and Quantitative Skills			
	2. Communication Skills				
1. Critical Thinking Skills					

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	

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LIST OF ALL COURSES REQUIRED AND OUTCOMES

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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/ITSC 1301	Introduction to Computing /Business Computer Applications/ Introduction to Computers
					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 1307	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.

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						
Award: Associate in Applied Science (AAS) Degree						**Credential: Associate in Applied Science (AAS) Degree/Certificate of Completion**
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.

Leslie Rhodes asked the committee for discussions or recommendations.
Danny Ahern made a motion to approve the matrices as presented.
Tyler Helms seconded the motion.

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

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

- Program Statistics: Faculty member please insert information below
  - Graduates 2019-2020: 4
  - Enrollment Summer 2020: N/A
  - Majors Fall 2020-2021: 52
  - Enrollment Fall 2020: 40 course enrollments

❖ **Local Demand**

Holly Scheller spoke to the committee to inform them that this was very helpful in marketing as well as for Amanda Jasso in recruiting.
Leslie Rhodes stated they were not currently hiring because they just hired four new employees but she was very excited about the new course and the new skills for the next graduating class.
Danny Ahern mentioned that Blue Cross Blue Shield recently went from 250-450 employees and would possibly be hiring twenty to forty more within the year.
Tyler Helms mentioned that there would be forty openings coming up in the next few months with the opening of the new hotel.

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

Leslie Rhodes asked the committee if they had seen the classrooms and facilities. Steven Underhill agreed to give anyone a tour that would like one at a scheduled time. Steven also stated that currently the following is all the equipment being used.

Only ITV rooms utilized for courses. No lab rooms available.

Steven Underhill did mention that his current courses are using Microsoft Teams to connect and carry over discussion from their face to face classes and do presentations.

Tyler Helms asked if the college was providing access in the form or tablets like the K-12 schools. Shana Drury stated that we currently have the libraries open for students use to access the technology needed.

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

> **"Vernon College offers a job board on the website. Businesses can contact Chelsey Henry, Coordinator of Career Services, chenry@vernoncollege.edu, to add jobs or you can post yourself. VC also subscribes to a service called GradCast. Within this program, over 600,000 business and industry contacts are available to the graduates to send up to 100 free resumes within a set zip code. If you would like to have your business as part of that database, please contact Judy Ditmore, jditmore@vernoncollege.edu."**

Placement Rate of Program Completers by Reporting Year [1]											
	2015-2016			2016-2017			2017-2018			3-Year Average		
Program	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%
52010000- Business/Commerce, General	6	6	100	3	5	60.00	2	3	66.67	11	14	78.57

Leslie Rhodes asked the committee if there was any discussion seeing none she moved on.

❖ **Professional development of faculty and recommendations**

Finishing up Doctorate at Texas Tech this semester.

Began attending BOSS sessions before COVID19 shut businesses down.

Leslie Rhodes asked if there was any discussion.
Danny Ahern asked about a specific scholarship for a Business Management major. Steven Underhill explained that there are many general scholarships offered at Vernon College as well as other financial aid options. The possibility of opening starting a Business Scholarship from the committee. Mark Holcomb did mention that in some of his courses he actually takes the students to the computer lab and walks them through the filing process.

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

Leslie asked the committee to review the promotion and publicity opportunities.

Most recruiting done previously was cancelled in the spring due to COVID19. I had made good contact with the CoC with discussions on providing internship opportunities for BM students accompanied with an appointment to the CoCs committee to drive that initiative.

Leslie Rhodes asked the committee if there was any further discussion or recommendations.

Holly Scheller will share the Business Management recruiting video with the committee.

Mark Holcomb took this time to mention the similarities between the practicum and a traditional internship. Due to the fact that most of the students are adult learners and it is difficult for them to choose an unpaid internship the practicums allow them to get some external learning experiences. Mark also asked Dr. Jackson about some opportunities for her to come speak to some of our A.A.S. graduates and see about them moving to the B.A.A.S. program at MSU. Dr. Jackson said she would be happy to help.

❖ **Serving students from special populations:**

Leslie Rhodes asked the committee to note the federal definitions of special populations below. Shana Drury mentioned that all the students that are in the follow categories also qualify for the New Beginnings program offered at Vernon College to help with books or travel reimbursements.

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 non-traditional fields; Males = 24, Females 28
   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).

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, 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.

Leslie Rhodes asked if there was any further discussion.

Shana Drury thanked the committee for their time and being the first committee to meet virtually.

Leslie Rhodes adjourned the meeting at 10:32am.

Recorder Signature	Date	Next Meeting: Fall 2021
Daniel M Ahern	9/24/2020	