

Advisory Committee Fall 2021 Minutes
Business Management

12:00 pm – Thursday, October 21, 2021 – Century City Center Room 606

Members present:

Daniel Ahern, BCBS
Vanda Cullar, Small Business Development Center, MSU
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:

Dr. Steven Underhill
Dr. Mark Holcomb
Debbie Richard
Holly Scheller
Colleen Moore
Kelly Peterson
Shana Drury
Harli Adams

Members not present:

John Daugherty
Kevin Goldstein

Dr. 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 chair, vice-chair, and a recorder. Danny Ahern volunteered for the position of Chair, Tyler Helms volunteered for the position of Vice-Chair and Leslie Rhodes volunteered for the position of the Recorder.

Chair: *Danny Ahern*
Vice-Chair: *Tyler Helms*
Recorder: *Leslie Rhodes*

Danny Ahern began the meeting with new business; there was no old business to discuss.

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

Danny Ahern asked the faculty member, Dr. Steven Underhill, to review the program outcomes listed below with the committee. Dr. Underhill 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**

Danny Ahern asked the committee for a motion to approve the program outcomes as presented.

Leslie Rhodes made a motion to approve the program outcomes as presented.

Claudia Ordonez seconded the motion.

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

Assessment methods and results

Danny Ahern asked if the faculty member, Dr. Steven Underhill, would like to explain in more detail the assessment methods and results. Dr. Underhill presented the following table as a rubric to outline the programs' outcomes and provide a likert scale for measuring mastery of that topic. Multiple assignments will affect multiple outcomes and their competencies overall for each student.

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.				

Students are required to produce a resume and cover letter, properly formatted, for a job they would like to pursue. 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 to in a properly formatted block-letter format.

Another assessment measures student responses to a few case studies. They will look at real-world case studies that companies and businesses have gone through. This evaluates some of the decision-making processes, articulates and defines those influences within that business' decision. Would the student have handled it any differently if they were in the CEO's position? If so, what would they have done differently and why? If they would handle it differently, the student must pull in the content from the courses to say this is what I think would have been a better decision had the business done this, then they may have gotten this result instead. This case study assessment is a 3-5 page paper.

Additionally, in the course, the students are required to write a research paper, cover a topic they choose and Dr. Underhill approves. They are looking for recent business activity. In their paper, they will address the consequences of the issue from financial, productive, legal, ethical, and organizational

perspectives. This all needs to map back to the program outcomes and the student will separate these outcomes into their paper.

❖ **Approve assessment methods and results**

After that discussion, Danny Ahern 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.

Tyler Helms seconded the motion.

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

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

Danny Ahern asked the faculty member, Dr. Steven Underhill, to tell the committee about the competency and how the students have performed 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.	2	61% 79%	Little time and articulation were spent describing specific laws/ethical principles, though recognition and colloquial use of the ideas were evident
Recognize and use basic accounting terminology and analyze financial information.	2	82% 79%	Generally understood basic accounting terminology. Financial information analysis was lagging, formulations and principles behind future values for example was mostly non-existent
Demonstrate basic knowledge of cost behavior and control and the product costing and budgeting processes.	2	100% 77%	Fairly good grasp on budgeting processes and the articulation of how to plan for contingencies
Apply concepts of organizational behavior in the management of human resources.	2	100% 77%	A fairly good understanding of human resources and interpersonal relationships, though how that affects OB directly was left unaddressed.
Apply marketing principles and	2	86% 64%	Good understanding of marketing to both internal and external customers.

management practices to improve organizational performance.			Management practices, theories to utilize resources more effectively were lagging.
Create and present effective business written and verbal communications.	2	100% 89%	Re-vamped instructions with more specific requirements for resumes and cover letters seemed to have fixed lower grades from 1-2 years ago.

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

After discussion, Danny Ahern asked for a motion to approve the workplace competency.

Tyler Helms made a motion to approve workplace competency.

Leslie Rhodes seconded the motion.

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

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

Danny Ahern asked the faculty member, Dr. Steven Underhill, to discuss with the committee the program’s curriculum and degree plans for 2022-2023

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 (CAPM, industry certification)	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 or	Introduction to Computing	3
BCIS 1305	Business Computer Applications	
ECON 2301	Principles of Macroeconomics	3

Major Requirements (33 SH)

BMGT 1309	Information and Project Management (CAPM, industry certification)	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 (ESB, industry certification)	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)**

The text on the above degree plans, includes the addition of two industry certifications. One in each of the Business Management certification and AAS degree plans.

ESB = Entrepreneurship and Small Business Certification provided through Certiport costs \$60-\$109 depending on the number of tests and practice materials chosen. Most likely the \$70 option with test + re-take will be offered. This cost can be added into the fees of the course, can be taken and proctored here.

CAPM = Certified Associate in Project Management provided through Project Management Institute. This would cost more than the ESB certification would, coming in at \$257 including required student membership and test, though again this cost could be paid by Vernon College

through the collection of additional fees in the course. The test can be taken online and would be proctored by one of the PMI proctors virtually. This certification is good for 3 years.

After discussion, Danny Ahern asked the committee for a motion to approve the program revisions as updated.

Leslie Rhodes made a motion to approve the program revisions as presented.

Vanda Cullar seconded the motion.

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

❖ **Approve 2021-2022 SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices**

Danny Ahern asked the faculty member, Dr. Steven Underhill, to please discuss the following matrices with the committee.

Dr. 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		*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 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	*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 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							
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/ITSC 1301	Introduction to Computing /Business Computer Applications/ Introduction to Computers
					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 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						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.

Danny Ahern asked the committee for discussions or recommendations. Hearing none, Danny asked for a motion to approve the matrices.

Vanda Cullar made a motion to approve the matrices as presented.

Claudia Ordonez 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:

- Graduates 2020-2021: 2 AAS, 6 Cert
- Enrollment Summer 2021: 0
- Majors Fall 2021-2022: 34
- Enrollment Fall 2021: 47 BM courses taken by BM declared students

❖ **Local Demand**

Leslie Rhodes has hired around 20 people over the last year, this is a combination of new hires and transfers. She said the business she works for is always hiring because transfers are being made so that makes spots available.

Vanda Cullar does not currently hire. Speaking with her clients though, they are looking and seeking help a majority of the time. It has just been a struggle finding candidates that are qualified for the available positions.

Tyler Helms has filled nearly 50 different positions in the last year across Homewood Suites by Hilton.

Danny Ahern with Blue Cross Blue Shield said as a company they have hired hundreds and are always in need of customer service representatives.

Claudia Ordonez with Tranter has had quite a few laid off for various reasons and has had a few transfers. They are needing and looking for help and are planning to bring the workforce commission in for the help of retraining for certain areas.

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

Danny Ahern asked the committee if they had seen the classrooms and facilities. Danny also asked the committee for discussion or recommendations on new equipment.

❖ **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]												
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%

Danny Ahern asked the committee if there was any discussion, hearing none he moved on.

❖ **Professional development of faculty and recommendations**

Completed Doctorate in Education at Texas Tech
Member of CoC subcommittee on Internship
THECB Texas Transfer Framework Field of Study Discipline-specific Subcommittee for
Business Administration member

Danny asked if there was any discussion.

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

Danny Ahern asked the committee to review the promotion and publicity opportunities.

Due to more restrictive measures, many traditionally attended recruitment events were not able to be participated in. As more places have eased restrictions, more events can be attended. Dr. Underhill is staying connected for future opportunities that he can take advantage of.

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

❖ **Serving students from special populations:**

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

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.

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; Males = 12 males/24 females currently declared as BM majors
 - 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).

❖ **Comprehensive Local Needs Assessment (Discussion led by Shana Drury):**

-Labor Market Outlook

Occupation	TWC Target Occupation	Share of local jobs (%)	Quality Index (-5 to 5)	Demand Index (-5 to 5)	Quality and demand quadrant	National Median Wage (\$)	Local Median Wage (\$)	Projected national growth 2019-2029 (%)	Projected state-level growth 2018-2028 (%)
General Managers	Yes	1.4262 14606	0.711234897	5	High quality - High demand	48.45	35.25	6.173190985	12.10727969
Customer Service Rep.	Yes	1.9417 33328	-1.071055643	5	Low quality - High demand	16.69	15.94	-1.424159855	15.9767141

-Living Wage

Occupational Code	Occupation	Prevailing Hourly Wage	Prevailing Annual Wage
11-1021	General and Operations Managers	\$ 22.54	\$ 4 6,892.00
43-4051	Customer Service Representatives	\$ 14.21	\$ 2 9,565.00
13-1111	Management Analysts	\$ 27.14	\$ 5 6,448.00

Shana Drury went through a list of questions regarding the CLNA and access to Vernon College for all participants, not just business management students. Discussion ensued about access, marketing, and new occupations/training needs.

Danny Ahern asked if there was any further discussion.

Shana Drury thanked the committee for their time.

Danny Ahern adjourned the meeting at 1:15 pm.

Recorder Signature	Date	Next Meeting: Fall 2022
--------------------	------	-------------------------