

**MANAGEMENT DEPARTMENT
PROGRAM ADVISORY COMMITTEE MEETING MINUTES
November 11, 2005**

Present:

Ms. Anne Nail
Mr. Mike Wilting
Ms. Susan Burks
Ms. Dontie McEwen
Ms. Catheryne Lankford
Mr. Andy Andreu
Mr. David Johnson
Ms. Katie McLemore
Mr. Mark Presser
Mr. Bob Sloger
Dr. Brad Johnson
Dr. Steven Jones
Mr. Roger Williams
Ms. Carolyn Hurt
Mr. Greg Meador

Absent:

Mr. John McKissick
Mr. Steve Pritchett
Ms. Lori James
Mr. Mike Casey

The Management Advisory Committee met for a luncheon at 11:30 a.m. on November 11, 2005 in the Amarillo College Union Building, Private Dining Room. Anne Nail, Management Department Chair opened the meeting. She asked each in attendance to introduce themselves.

The minutes from the previous meeting, dated July 18, 2002, were reviewed. One correction was made to the attendance: Dontie McEwen was present for the meeting. The minutes were approved.

Ms. Nail announced that since the last meeting of the Advisory Committee in July of 2002, David Hernandez had left the Management Department to become the Director of Human Resources for AC. Last year, David became the chairman for the Business Administration Department.

Anne Nail reviewed the degrees and certificates currently in the catalog under management. The two year Associate in Applied Science degree in Business Management is available with options of emphasis in Business Management, Marketing Management or Convenience Store Management. The majority of our students are business management majors. We have a handful of marketing majors and convenience store management degree majors. We have two 1-year Certificates of Completion in Business Management and Convenience Store Management. We also have two Short-Term Certificates, one in Management and the other in Convenience Store Management. The short-term certificate in business management consists of our three core courses: Human Relations, Supervision, and Communications in Management. There is one additional course in convenience store management, Customer Service for a total of 10 semester hours.

We created the Small Business Management – Entrepreneurship certificate because we saw a need in the Small Business Management and the Small Business Operations classes. Some students signing up for these classes were not management majors, but wanted to start their own business or already had businesses. I realized many of these students probably didn't have a good foundation to be running their own business. I began to suggest that they might consider seriously taking the entrepreneurship class and the small business operations class. These classes are complimentary to one another but do not duplicate each other. I also strongly advise them to take our three-core management courses because they provide the background and foundation for the other two classes. For 2 or 3 years, the students have said they were interested in taking these additional classes and would be interested in obtaining a certificate in entrepreneurship. One person has already completed the courses and two more will complete this semester. This certificate will qualify as a "fast-track" certificate and has great potential for promotion through the promotion of all the "fast-track" programs. Several years ago we were asked to look at our curriculum and create some fast track certificates.

Primary purpose of meeting today is to discuss another new certificate opportunity for Call Center Management. Anne Nail and Susan Burks have been teaching classes on site at Atmos Energy for several semesters. The students have now reached the point that a new certificate is needed. The one-year Certificate of Completion does not precisely meet the needs of the call center employees at this time. Call Centers are becoming more common in many industries and we would like to market the new Call Center Certificate not only to Atmos but to other organizations as well. The first three courses, Human Relations, Supervision, and Communications in Management are our three core courses. To those we would like to add: Advanced Communication in Management, High Performance Work Teams, Professional Image Development, Problem-Solving and Decision Making, and Cooperative Education. These 5 classes would be appropriate to compliment the core classes for this specific

industry. Dr. Jones asked if the coop class would be like an internship with the student actually working in a call center. Ms. Nail answered that although it could be a possibility at some point, it would be more likely at this time to follow the current format. The vast majority of the management majors are already employed. They are coming back to school because they didn't finish their degrees when they were younger and recognize the need to have that piece of paper. They also want to enhance the skills they already have and acquire new ones. Many of the Management majors have been in the workforce for many years before they come back to school. A good way for them to alert their organizations that they are in school is through the Cooperative Education course. The students are asked to look at their current job description and evaluate it in terms of how accurate it is in their opinion (sometimes students working for smaller organizations do not have written job descriptions in which case their first assignment is to produce one, submit it to their supervisor and obtain their input and approval. This process provides the student with the opportunity discuss their duties with their supervisor and to find out if there are differences in perceptions about the job or priorities between the student and their immediate supervisor. The student does an analysis of their job duties and selects several they wish to improve upon and writes specific, measurable, and achievable goals to achieve that improvement. Two-thirds of the grade is determined by how well the student achieves those goals. In addition, we use a textbook entitled, Your Attitude Is Showing. The short chapters contain every day situations that present themselves in the workplace and the students discuss with their instructor how the situation or problem might be avoided or remedied.

Cathryne Lankford explained that a member of the Management faculty meets with each supervisor twice during the semester the student is enrolled in coop. The first visit is to assure that the student, the supervisor and the coordinator are all on the same page concerning the student's goals. The second visit is to discuss the student's progress at the end of the semester and to determine a grade for the course. Almost always the student has done a terrific job and earns a grade of A in the course. Supervisors are pleased with the results of the program.

Dr. Jones asked if the Coop course is intended to be a capstone course?

Ms. Nail answered "No, Strategy Management is our capstone course". The coop class was added for two reasons, first so the student could manage taking 9 hours a semester while working full-time and also because class is offered online. Ms. Burks teaches the on-line sections.

The new Advisory Committee Handbook was presented to committee. There is some information in the handbook that may not apply to the management department. The difference is that most vocational programs are geared for people who do not have the skills necessary for employment, for teaching the skills needed in that vocation and for getting students ready to become part of

that job market. Most of our students are coming to us already employed and many anticipate staying with their organizations.

The Management Department will have been in existence for forty years in 2006. Possibly some special promotion can be considered to celebrate this achievement for the Management Department. Over those years we have had many successful partnerships with the businesses of Amarillo, many of them have involved teaching management classes on-site. We look forward to continuing that tradition. Anne explained that for on-site training, a minimum of 12 students is required.

Bob Sloger reported that a grant was secured two years ago with Bell Helicopter for training. Bell needed supervisory training. We took the existing Supervision class, renamed it Baseline Supervision and added Bell's management track and included these in the lessons. The class was developed as a Continuing Education course to avoid the testing requirements for academic classes. Because this course is a 16 week format (48 contact hours), Amarillo College can offer this course as a three credit hour academic course. Because the course included testing, the student can apply for Credit by Examination, a pay \$15 fee and CE credit can be converted to academic hours. 55 students have completed course. Open enrollment. Totally online.

Anne Nail asked if there was any further discussion on the Call Center Management Certificate? The question was asked about adding Customer Service to the requirements for the certificate. Ms. Nail shared that there had been discussion about that course for the Atmos Energy group and it was decided that they had sufficient in-house training in customer service and did not need the course. It was suggested that other companies or students coming into the program might have a need for the course. Bonnie Nunnley and Jan Panger suggested that we add Customer Service OR BMGT 1383 to the certificate so students and companies might have the choice. This addition will bring the total number of semester hours to 25 to 27. A motion was made by Greg Meador to approve the Call Center Management Certificate with the addition of either Customer Service or BMGT 1383 Cooperative Education. Roger Williams seconded the motion. All members of the advisory committee agreed and the motion passed.

Anne asked the committee for help in promoting this new certificate.

Dr. Brad Johnson, Dean of College Advancement, announced that a call center is being created for Amarillo College. The Call Center will facilitate better service for the student and reduce the number of transferred calls. Currently we are putting the technology in place.

The final item on the agenda was a request for information from the committee for any additional needs in the business community for course offerings or emerging content that needs to be incorporated into an existing course. The Management Department is open to any suggestions that might improve the program. A suggestion was made to create more on-line courses for workers because of shift work.

Motion made and seconded to adjourned the meeting.

Respectfully submitted,

Paula Badger
Administrative Assistant
Business Division