

ADVISORY COMMITTEE MEETING MINUTES

PROGRAM COMMITTEE NAME:	Management Programs
CHAIRPERSON:	Ron Faulkner, preciding for chairman, Greg Meador
MEETING DATE: December 15, 2010	MEETING TIME: 11:30 a.m. MEETING PLACE: Amarillo College Private Dining Room
RECORDER: Susan Burks	PREVIOUS MEETING: August 6, 2009

MEMBERS PRESENT:

Name and Title:	Employer Info / Email and Phone Number
LeAnn Estep, Director CTE	Amarillo ISD / leann.estep@amaisd.org / 326-1319
Lynda McCarty, HR Director	Toot n Totum / lmccarty@tootntotum.com / 373-4351 X144
Connie Morgan, HR Director	Xcel Energy, Inc. / connie.morgan@xcelenergy.com / 378-2929
Terri Boswell - Williams, VP of Operations	Amarillo National Bank / terri.boswell-williams@anb.com
Jan Panger, HR Generalist	Atmos Energy / Jan.Panger@atmosenergy.com / 349-5712
Ron Faulkner, Director of ELE	Amarillo College
Reanna Sanchez / Student Dec. 2010 Grad	Amarillo College / sanch88@yahoo.com
Jodi Lindseth, Director of Gear Up	Amarillo College / jllindseth@actx.edu
Chip McCampbell, HR Director	Bruckner Truck Sales / cmccampbell@brucknertruck.com / 676-6694
Anne Nail, Management Department Chairman	Amarillo College / ahnail@actx.edu / 371-5265
Susan Burks, Assistant Professor	Amarillo College / sgburks@actx.edu / 371-5261
Shawn Fouts, Dean of CTE	Amarillo College
Trent Morris	Workforce Solutions

OTHERS PRESENT:

Name and Title:	Employer Info / Email and Phone Number
Laine Thornton, WIA Case Manager	Workforce Solutions / lthornton@wspanhandle.com / 350-1744
Linda Purvines, WIA Career Planner	workforce Solutions / lpurvines@wspanhandle.com / 350-1644

MINUTES:

Key Discussion Points	Discussion
Welcome and Introductions	Anne Nail welcomed everyone and introduced Ron Faulkner, presiding for Advisory Committee Chairman, Greg Meador.
Old Business:	
Approval of minutes	<u>LeAnn Estep moved to approve the August 6, 2009 Advisory Committee Minutes. Connie Morgan seconded the motion. The motion was approved.</u>
Hospitality Management Certificate	Anne Nail explained to members of the committee not present at the August 6, 2009 meeting that the Hospitality Management Certificate was created to ingrate the old Travel and Tourism Hospitality Certificate into the Business Management Cluster within the 16 Career Clusters format. We already have several new majors enrolled in this certificate already.
Customer Service Course	Because of smaller attendance at the August 6,2009 meeting, Anne Nail asked for input from the committee concerning the addition of the Customer Service course to all Management certificates and degrees. She explained that the addition of the one hour course would not cause a problem but would increase each certificate and degree not currently including the course by one semester hour. The Management AAS degree would increase from 64-70 hours to 65-71 hours. In the Business Management Short Term Certificate, the addition of the Customer Service course makes that certificate identical to the Convenience Store Management Short Term Certificate. After discussion, the committee agreed that the two certificates should merge and be called the Business Management Short Term Certificate. Lynda McCarty moved to merge the two certificates. Peggy Reed seconded the motion and the motion was approved.
Continuing Business:	
Career Clusters	Amarillo College continues to develop the Career Clusters directive. The new Business Management Career Clusters brochure is being developed and should be ready sometime in the Spring semester.
New Business:	
Marketable Skills Achievement awards	Anne Nail explained the Higher Education Coordinating Board has announced the creation of the Marketable Skills Achievement (MSA) Awards. This may give the Management Department an opportunity to move our existing Short Term Certificate into the MSA category which would allow the students to be counted as completers by the state. Terri Bowell-Williams moved to approve that the Advisory Committee is in agreement and endorses this concept. LeAnn Estep seconded the motion. The motion was approved.
Workforce Investment Act	Linda Purvines, Lainie Thornton, and Trent Morris briefly discussed the Workforce Investment Act which is federal legislation. Trent discussed the Workforce Solutions retraining process that complies with this act.
Curriculum Decisions:	

Addition of Speech to Call Center Management Certificate	The Call Center Management certificate includes the Advanced Communications course. ENGL 1301, Freshman Composition I is a prerequisite for Advanced Communications but not a requirement in the Call Center Certificate. The addition of a Speech courses as an alternative to Advanced Communications would allow students to take Advanced Communications if they have had ENGL 1301 and Speech if they have not had ENGL 1301. Connie Morgan moved to add a Speech class as an alternative to Advanced Communications in the Call Center Management Certificate. Jan Panger seconded the motion. The motion was approved.
Addition of courses to Entrepreneurship Certificate	The Entrepreneurship Certificate currently requires the completion of five courses: BUSG 2309 - Small Business Management-Entrepreneurship, BUSG 1315-Small Business Operations, HRPO 1311-Human Relations, BMGT 1301-Supervision, and BMGT 1305 Communications in Management. The purpose of this certificate is to prepare students for success as entrepreneurs. Additional classes in Accounting, Marketing and Selling are probably needed by the majority of students pursuing this certificate. Peggy Reed moved to add MRKG 1311-Principles of Marketing, MRKG 2333-Principles of Selling, and ACCT 2301-Principles of Accounting I OR ACNT 1303 Introduction to Accounting to the Entrepreneurship Certificate. With the addition of these three courses and Customer Service the total number of hours for the new Entrepreneurship Certificate will be 25 semester hours. Terri Boswell-Williams seconded the motion. The motion was approved.
Addition of Professional Image Development to all Management curricula	The Professional Image Development course covers the study of how image affects success in the business world, emphasizing visual and behavioral images created by our clothing choices and our understanding and use of appropriate business and social behavior. The Professional Image Development course is already required in the Hospitality Management Certificate, the Food Service Management Certificate, the Call Center Management and Convenience Store Management Certificate. There is currently an emphasis on preparing GenXer's to be successful in both college and the work place. Many of the students in this demographic group have grown up wearing only casual clothing and do not understand the need for or how to move to a wardrobe for the workplace. Another demographic group needing help is the 25+ % of the population falling into the poverty level in our city. Many of these students will need help with working wardrobe choices and will benefit from this course. LeAnn Estep moved to add the Professional Image Development course as a required course in all Management curricula. Jan Panger seconded the motion. The motion was approved.
Addition of Principles of Selling to list of Management Electives	LeAnn Estep moved to add the Principles of Selling course to the list of Management electives in the Management degree. Peggy Reed seconded the motion. The motion was approved.
CHAIRPERSON SIGNATURE:	DATE:
NEXT MEETING:	