

ADVISORY COMMITTEE MEETING MINUTES

PROGRAM COMMITTEE NAME:	Management Programs
CHAIRPERSON:	Ron Faulkner, presiding
MEETING DATE: April 20, 2012	MEETING TIME: 11:30 a.m. MEETING PLACE: Amarillo College Private Dining Room
RECORDER: Susan Burks	PREVIOUS MEETING: December 15, 2010

MEMBERS PRESENT:

Name and Title:	Employer Info / Email and Phone Number
Lea Ann Estep, Director CTE	Amarillo ISD / leann.estep@amaisd.org / 326-1319
Steve Pritchett, VP & Bus. Dvlpmnt. Mgr.	Amarillo Economic Development Corporation
John McKissack, Dir. of Fac. Svcs. & Const.	BSA
Brent Hoover, Resident District Mgr.	Amarillo ISD/Chartwells
Trent Morris, Director	Panhandle Workforce Solutions
Ron Faulkner, Director of ELE	Amarillo College
Jodi Lindseth, Director of Gear Up	Amarillo College / jllindseth@actx.edu / 335-4325
Anne Nail, Management Department Chairman	Amarillo College / ahnail@actx.edu / 371-5265
Susan Burks, Assistant Professor	Amarillo College / sgburks@actx.edu / 371-5261
Catherine Lankford, Instructor	Amarillo College / crlankford / 371-5263

MINUTES:

Key Discussion Points	Discussion
Welcome and Introductions	Anne Nail welcomed everyone and introduced Ron Faulkner.
Old Business:	

Approval of minutes	<u>Lea Ann Estep moved to approve the December 15, 2010 Advisory Committee Minutes. Trent Morris seconded the motion. The motion was approved.</u>
New Business:	
Business Management Survey Results	The Amarillo College Management Department conducted a Business Community Survey in January 2012 to assess skills valued by the Amarillo business community. A total of 86 Amarillo professionals received the survey and 65 (76%) responded. Susan Burks briefly summarized the survey results. Overall, the survey results validated that the Management Department's curriculum is in alignment with current business and industry needs. There were several areas that many of the respondents feel are issues and concerns in the workplace today: leadership, communication, generational differences, work ethic, and customer service.
Curriculum Decisions:	

Business Management AAS Degree Revisions	<p>Anne Nail gave an overview of the current Business Management AAS degree requirements. The department recommended that the course listings be reorganized into the following sections: General Education Course Requirements, Core Management Courses, Major Required Courses, and Options 1-4 (Business Management, Marketing Management, Food Service Management, Hospitality Management). Streamlining all of the degree concentrations into a consistent format will aid in advising students and allow students to more clearly understand their options in obtaining the AAS degree. In addition to the format changes in how the course requirements are listed, it was suggested that two courses be added as "OR" options under the General Education Course Requirements: SPCH 1315 Public Speaking and ECON 2302 Principles of Economics II. These two courses have long been allowed as substitutions for SPCH 1321 Business and Professional Speaking and ECON 2301 Principles of Economics I respectively when a student applies for graduation. In order to eliminate unnecessary paperwork, these two courses should be listed as options going forward. In addition, the other course addition suggested was COMM 2330 Introduction to Public Relations under the Marketing Management Option. Steve Pritchett noted that using Social Media as a marketing and business tool should be a topic included within the management curriculum, especially in the marketing courses. Based on the Business Survey results mentioned previously, the Department also recommended that a new course, BMGT 2309 Leadership, replace BMGT 2341 Strategic Management in order to match industry needs with curriculum content. John McKissack moved that BMGT 2309 Leadership replace BMGT 2341 Strategic Management in the Business Management AAS Major Required Courses. Trent Morris seconded the motion and the motion was approved. Trent Morris moved to approve the format changes to the Business Management AAS Degree requirements including the addition of SPCH 1315 and ECON 2302 as OR courses in the General Education Courses and the addition of COMM 2330 to the Marketing Management Option 2 courses. John McKissack seconded the motion and the motion was approved.</p>
Advanced Communications in Management - Prerequisite	<p>Anne Nail reminded the committee that ENGL 1301 Freshman Comp is currently a prerequisite to BMGT 2305 Advanced Communications. It was noted that students seem to be more successful in taking Advanced Communications immediately following taking BMGT 1305 Communications. In several cases, students have not completed ENGL 1301 yet when they need to take Advanced Communications. All of the degrees still require ENGL 1301, but it was suggested that the prerequisite be removed from the Advanced Communications class. John McKissack moved to remove ENGL 1301 Freshman Comp as a prerequisite to BMGT 2305 Advanced Communications. Steve Pritchett seconded the motion and the motion passed.</p>
Call Center Management Certificate	<p>Due to the previous motion on removing the ENGL 1301 prerequisite to 2305 Advanced Communications, Anne Nail explained that those students pursuing the Call Center Management Certificate would not have the need for SPCH 1321 as an "OR" option in the certificate's course requirements. Steve Pritchett moved to remove SPCH 1321 as an "OR" option in the Call Center Management Certificate. Trent Morris seconded the motion and the motion was approved.</p>
CHAIRPERSON SIGNATURE:	DATE:
NEXT MEETING:	