

PROGRAM COMMITTEE NAME:		Business Management			
CHAIRPERSON:	Jodi Lindseth				
MEETING DATE:	04/24/2020	MEETING TIME:	09:00am	MEETING PLACE:	Virtual, via Google Meet
RECORDER:	Kathy Davenport			PREVIOUS MEETING:	01/19/2018

COMMITTEE MEMBERS

List all members of the committee, then place an X in the box left of name of those present

	NAME	TITLE	EMPLOYER INFO	PHONE	EMAIL
X	Bruce Moseley	Executive Director	Turn Center	806-679-2620	bruce@turncenter.org
X	Marin Rivas	Workforce Development Director	Workforce Solutions	806-372-3381	mrivas@theprpc.org
X	Trent Morris	Director	Workforce Solutions	806-350-1632	tmorris@wspanhandle.com
X	Terri Boswell-Williams	Senior Vice President	Amarillo National Bank	806-378-8126	terriboswell@anb.com
X	Ladonna Troutman	Senior Relationship Manager	Wells Fargo	806-371-3746	Ladonna.j.troutman@wellsfargo.com
X	Niko Navarro	Owner/Operator	Damage Inc. Upholstery	806-335-0208	decoratorsworkroominc@yahoo.com
X	Chip McCampbell	HR Director / Adjunct Instructor	Bruckner's Trucking / Amarillo College	806-676-6694	cmcccampbell@brucknertruck.com
X	Marcie Fisher	Owner/Operator	Power Pipe & Tank, Sancha Cattle	806-681-8571	spenfish44@gmail.com
	Jason Harrison	VP Bus. Development & Gov. Affairs	Amarillo Chamber of Commerce	806-373-7800	jason@amarillo-chamber.org
X	David Hemphill	CFO	Sonic	354-9660 x305	davidh@cisonic.com
	Jody Holland	CEO	The MuRF Website	806-410-0375	jody@murfsystems.com
			The Cloud Interview Website		
	Brian Jennings	VP, Business Development	Amarillo EDC	806-379-6411	brian@amarilloedc.com
X	Linda McCarty	Dir. Of Human Resources/Risk Mgmt.	Toot 'n Totum	373-4353 x144	lmccarty@tootntotum.com
X	Karyn Pierce	CTE Career Guidance Counselor	AISD	806-326-1305	karen.pierce@amaisd.org
	Joshua Raef	Owner / Operator	Chick-fil-A at Georgia St.	806-358-8055	Joshua.raef@chick-fil-a.com
X	Shannon Williams	General Manager	Budweiser Distributing Co.	806-373-1746	shwilliams@amabud.com
	Tamara Clunis	VP, Academic Affairs	Amarillo College	806-371-5226	ttclunis@actx.edu
X	Mark Nair	Department Chair	Amarillo College	806-371-5994	manair@actx.edu
X	Carol Buse	Dean STEM	Amarillo College	806-345-5621	acbuse@actx.edu
	Frank Sobey	Associate Vice President-Academic Affairs	Amarillo College	806-371-5472	fesobey@actx.edu
	Kathy Davenport	Administrative Assistant	Amarillo College	806-371-5269	kathy.davenport@actx.edu
X	Kristen Johnson	Academic Advisor	Amarillo College	806-371-5451	kajohnson@actx.edu
X	Jodi Lindseth	Program Coord./Instr.-Bus. Mgmt.	Amarillo College	806-371-5102	jlindseth@actx.edu
X	Rhonda McCampbell	Instructor	Amarillo College	806-371-5998	r0359854@actx.edu
	Renee Stovall	Instructor	Amarillo College	806-371-5099	trstovall21@actx.edu

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X	Barbara Wahí	Sr. Director of Work Based and Experiential Learning	Amarillo College	806-371-5974	bjwahi@actx.edu
AGENDA ITEM		ACTION / DISCUSSION/ INFORMATION			RESPONSIBILITY
Old Business:		NA			
Continuing Business:		NA			
New Business:		<ul style="list-style-type: none"> Community Survey Question Discussions 			
Curriculum Decisions:		NA			
Other:		NA			
KEY DISCUSSION POINTS		DISCUSSION			
Old Business					
Continuing Business					
New Business:		<p>Meeting was called to order at 9:05am. Jodi Lindseth started the meeting with an announcement that the meeting is going to be a bit different than expected. She explained that the college is asking advisory committees some questions similar to the survey they were recently asked to complete. She stated that if there is time at the end of the call, she will go over some Management stats and information, but if the meeting runs over, she will send the Management information to the committee in an email. Jodi opened her share-screen and presented a power point presentation with information about what would be discussed during the meeting.</p> <p>The first question that was presented was asking what work everyone on the community and their organization are doing within the community. Jodi opened the floor to the committee members for them to introduce themselves and talk about what they do. Once all introductions were complete, Jodi thanked every for appearing for the meeting.</p> <p>Jodi stated that the college is asking her to meet with the committee to make sure that we as AC are meeting the needs of the business community. She asked what kinds of soft skills and technical needs they are expecting to have over the course of the upcoming three years. Trent Morris stated that it's really hard to project that far ahead what they might need due to the uncertainty of the COVID-19 Pandemic. Niko Navarro stated that he deals with a lot of decorators in his line of work, and he really needs people who can speak with the customers on a level that they will understand and be able to translate that to the decorators. Ladonna Troutman stated that she agreed with Niko. She stated that they need people that can understand the various regulations within the banking system, but can also relay that information to the customers in a way that they will understand. Lynda McCarty stated that her line of work is in a real shortage of experienced truck drivers that can manage tankers that transport fuel. David Hemphill stated that the restaurant business has a hard time finding employees that want to make a career out of the business as opposed to a short time job. He stated that the soft skills that are needed in their area are mostly</p>			

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communication skills – being able to talk to the people they work with and understand the needs of their coworkers. Chip McCampbell stated that their business is always in need of diesel mechanics. He stated that when he was high school, he was an average student – not in the top 10% of the class and not in the lower 25% so he never saw the high school guidance counselor. He stated that those are the students that tend to fall through the cracks, so if the high schools could get on board with reaching ALL students, it would help.

Jodi then asked what training does the committee anticipate will be needed for the next three years. Niko Navarro stated that he believes that he anticipates more technical training, such as computers, etc. He stated that so many kids these days expect instant gratification style learning, but in his industry, the longer you work, the more you learn. He stated that it's hard to find a young person that wants to stick with it and make a career out of it. He stated that the Pandemic has really made him have to get more technical in that conversations with customers used to be done face to face, but now they have to collaborate online, so he's having to learn more about the technical side.

Jodi stated that this conversation is a great lead in to the next question about work-based education. Jodi asked what we can do to help with work-based education. Chip McCampbell stated that a couple of the brands of trucks they sell will actually grade the company on their customer service. He stated that because of this, he is going to take the AC Customer Service course material and adjust it to fit Bruckner's ideals and ways of doing business. Bruce Moseley stated that he believes the Management Department at AC has gotten a bit of a reputation as being the Soft Skills department of the college. He stated that he really can't imagine very many companies that wouldn't benefit from their employees having that soft skills training. Niko Navarro addressed his comment to Linda McCarty. He stated that he frequently visits the same Toot N Totum site and was familiar with one young lady that worked there. He stated that she was always friendly, but after about six months, he noticed that she seemed to be even more friendly and more articulate when she spoke. He stated that he asked her about it, and stated that she told him she had been taking the Management classes at AC and they helped her to be more confident and outgoing in her job. Linda stated that she worked with AC in recent years to create a certificate for her people to take some basic classes and get a certificate. She recalled that when she herself went to college, she didn't know where to go to register or what to do next and it was very overwhelming. She stated that AC went above and beyond to get her employees registered and set up with the class by coming to their office where the employees felt comfortable and got them registered on the spot. She said that made a big difference for those employees, and the classes really gave their people extra confidence both in their work and in themselves. Terri Boswell-Williams stated that she had a similar certificate set-up with Jodi's department a few years back, and stated that they had a similar experience. She stated that their employees gained confidence and improved their teamwork. She stated that it helped people figure out what their social and soft skills were and fine tune those skills. Marin Rivas stated that he wonders if it would be possible for AC to create a "Customer Service Certificate" that local businesses can agree to support so that if they have two applicants that are equal except one has a certificate and one does not, they will agree to hire the one with the certificate. Niko Navarro agreed and stated that really in all areas of business, it's important to have good customer service skills, and stated that really no matter what educational program the students take, getting a customer service course as well would only benefit the students. Linda McCarty stated that one problem that many businesses have is that they promote people to management positions that are good at what they do, but so often those people are lacking in management skills – customer service or conflict resolution. She stated that when they are taking applications for a promotion, she will have the employees write her a type of essay telling her why they want the promotion and what they see for their future with the company. She stated that so many times, she cannot even read what they write. She stated that there is no punctuation, run-on sentences, bad grammar, and so-on. She stated that when she sees that kind of writing, she knows that she will have to try to interpret what they are trying to say later on in emails, and she won't even really look at that person for promotion. She stated that if they can have the chance to learn that kind of stuff when they are in the lower levels, their chances of promotion are much better. Chip McCampbell stated that during recent customer service classes, Rhonda McCampbell worked with a local bank and got the bank to pay the students to be "secret shoppers" and worked with Chick-Fil-A to allow the students to see behind the scenes how the business was run. He stated that

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the students really appreciated that and were able to see some real-world examples of customer service and how everything worked. Chip had to leave the call then, and Jodi thanked him for being in the meeting to this point.

Jodi then went on to tell Linda McCarty that she understands what Linda was saying about the emails. Jodi stated that they have even put it in their syllabus how to correctly email their instructors in one of their classes. The students are taught in the class how to communicate effectively through an email and how to address their instructors, bosses, and others in an email.

Jodi moved on to the next question to the committee asking if there were any gaps or if there is anything that they are missing that they need to be teaching the students. Marin Rivas came in and stated that he doesn't know about anything missing, but he did state that there is a lot of chatter amongst the state that there will be a much greater need for technology in the future as things continue to grow. He stated that technical jobs such as Mechanics, Manufacturing, and Plumbing are going to have an increased need for technology in the future. Marin then stated that he needed to leave the meeting, as well. Jodi thanked him for coming to the meeting.

Jodi gave a brief recap of what had been discussed and asked if there was anything that anyone wanted to add. Ladonna Troutman stated that one thing young people need to understand is that in the future, competition for jobs is going to be much tougher and much more, so they really need to comprehend that.

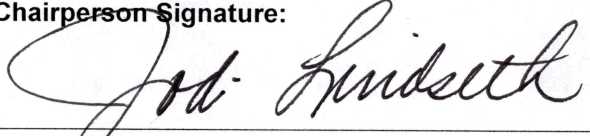
Jodi asked the group if there was anything that is not beneficial to the work force community. There were no responses so Jodi asked if Carol Buse or Mark Nair had anything to add. Mark Nair first thanked everybody in the committee for their time. He stated that the conversations tend to get very generic about overall needs, but he wanted to know if there were things that were specifically needed that we as a college needed to work on or create. Niko Navarro stated that there are a lot of industries that are specific to this area – such as Agriculture, Wind Technology. He stated that a lot of kids want to stay in this region and if AC would focus more on the technologies of the area, the kids could go to school in this region and go straight to work in this region without having to go out of the region to get their educations.

Jodi asked if there was anything else. She addressed Bruce Moseley and Shannon Williams to see if they had anything to add. Shannon Williams stated that many truck drivers do not have directly contact with customers, but their drives do have that direct contact. He stated that they often find that truck drivers are really lacking in those interpersonal communication skills. He stated that as people in the company move up in position, they can be trained on any computer skills they might need, and stated that if they could get the soft skills from the start, it would benefit all employees. Bruce Moseley stated that he agrees with everything that Shannon said and that it also relates to entry level management in Health Care. He stated that in the offices in Health Care, specific needs are Human Resources, Bookkeeping, and Office Management. He stated that those are skills that they need, and that he can't think of any office that wouldn't need those skills. David Hemphill stated that he agreed with all of that, and added that something to look at long term is that industry needs a solid workforce to choose from that they have confidence in, and that the same industry needs to be willing to help AC and other educational institutions know what to teach in order to build up that workforce.

Jodi stated that she has already kept the meeting longer than she had anticipated and stated she would wrap things up. She stated that she will send out an email recapping some of the ideas that were discussed. She stated that the committee was always really good in the meetings about being open and honest and she appreciated that. She asked Mark Nair if there was anything else he wanted to add. Mark said that he was happy to let them all get back to their work.

The meeting was adjourned at 10:18am.

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Other:			
Chairperson Signature:	Date:	Next Meeting:	
	5/5/22	To be announced	