

PROGRAM COMMITTEE NAME:		Business Management			
CHAIRPERSON:	Jodi Lindseth				
MEETING DATE:	10/12/2023	MEETING TIME:	08:00am	MEETING PLACE:	Washington Street Campus, Ware 207
RECORDER:	Kathy Davenport			PREVIOUS MEETING:	08/03/2023
COMMITTEE MEMBERS					
	NAME	TITLE	EMPLOYER INFO	PHONE	EMAIL
	Leslie Hardin	Facilities Coordinator	PRPC		lhardin@theprpc.org
	Jolene Ortega	Workforce Development Program Specialist	PRPC	806-372-3381	jortega@theprpc.org
X	Trent Morris	Director	Workforce Solutions	806-350-1632	tmorris@wspanhandle.com
	Rhonda Obenhaus	Advanced Culinary	AmTech Career Academy	806-326-1959	Rhonda.obenhaus@amisd.org
	Shannon Williams	General Manager	Budweiser	806-373-1746	shwilliams@amabud.com
	Kim May	Owner	No Box Created	806-690-1033	kim@noboxcrative.biz
	Marin Rivas	Workforce Development Director	Workforce Solutions	806-372-3381	mrivas@theprpc.org
X	Karyn Pierce	CTE Career Guidance Counselor	AISD	806-326-1305	Karen.pierce@amaisd.org
	Sarah Faulkner	Co-owner	Hope Veterinary Clinic	806-678-5566	sarahhopefaulkner@yahoo.com
	Chip McCampbell	COO	Bruckner's Trucking	806-676-6694	Cmcccampbell@brucknertruck.com
	Brad W. Brack	Retired Quality Assurance Auditor	Pantex	806-679-3893	Aggiebear94@yahoo.com
	Anne Nail	Retired Faculty Member	Amarillo College	806-352-4054	annehnail@gmail.com
	John Akerman	Business Management Developer (& wife own TEN1 Interiors)		972-632-9724	John.akerman@designten1.com
X	Dr. Vanessa Anderson	Optometrist	Advanced Eye Care	806-386-0835	eyedocvra@gmail.com
X	Marcus Smith	CEO	Education Credit Union	806-223-5399	Marcus.smith@educationcu.com
X	Monica Terrell	Co-Owner	RunBiz Solutions	806-674-5875	monica@terrell.biz
	Abby Smith		Dillards	405-209-4589	Abigailjsmith03@gmail.com
X	Jodi Lindseth	Management Program Coordinator	Amarillo College	806-371-5102	jlindseth@actx.edu
	Barbara Wahi	Perkins Grant Program Director	Amarillo College	806-371-5974	bjwahi@actx.edu
X	Ryan Francis	Perkins Grant Coordinator	Amarillo College	806-335-4229	rfrancis@actx.edu
X	Will Ratliff	Human Resources	Amarillo College	806-371-5141	W0091824@actx.edu
	Tamara Clunis	VP Academic Affairs	Amarillo College	806-371-5226	ttclunis@actx.edu
	Frank Sobey	Associate VP Academic Affairs	Amarillo College	806-371-5472	fesobey@actx.edu
X	Edie Carter	Dean of STEM	Amarillo College	806-371-5335	elcarter@actx.edu
X	Adrine Harrell-Carter	Faculty Chair - Business	Amarillo College	806-345-5671	ajharrellcarter@actx.edu

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X	Kathy Davenport	Administrative Assistant – Business	Amarillo College	806-371-5269	Kathy.davenport@actx.edu
	Luis Salazar	Academic Advisor	Amarillo College		
	Holly Hicks	Academic Advisor	Amarillo College		
X	Rhonda McCampbell	Instructor	Amarillo College	806-371-5998	R0359854@actx.edu
X	Renee Stovall	Instructor	Amarillo College	806-371-5099	Trstovall21@actx.edu
	Barbara Wahi	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"> Business Leadership Council and KSA's 	
Curriculum Decisions:	NA	
Other:	NA	
KEY DISCUSSION POINTS	DISCUSSION	
Old Business		
Continuing Business		
New Business:	<p>Ryan Francis called the meeting to order at 8:52AM. He took a moment to go over the agenda for the meeting, followed by introductions around the room. Once the introductions were done, Ryan went over a quick review of the BLC format and advised that the majority of the meeting would be going over the KSA's that were voted on by the BLC.</p> <p>Ryan gave the room a few minutes to review the previous meetings minutes. Trent Morris motioned to approve the minutes. Rhonda McCampbell seconded the motion. The minutes were approved.</p> <p>Ryan took a few minutes to review how the stackable certificates are set up for the Business Management program. Ryan referred to the KSA Survey Results that he had provided to everyone. These were the scores of the votes that were completed by the BLC</p>	

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members.

The first KSA for discussion was “Share sales related or market information with colleagues”. Vanessa Anderson stated that she believes that she voted critical because communication in a business is critical for employees to understand the company and how things work. She asked if leaders aren’t communicating with their downline, how are those employees supposed to know if they are doing their jobs well? Communication is essential. There was several minutes of discussion on the topic; everyone agreed on the importance of communication in both directions within a company.

Ryan continued down the list of KSAs. He next addressed “Order and purchase supplies, materials, equipment, or other resources”. He asked if the companies would expect this of an entry-level employee. Most in the room said no, they would not.

The next topic was “Manage environmental sustainability projects”. Ryan asked for discussion on what that meant to the group. No one responded right away. Kathy Davenport commented that her first thought was some sort of recycling project – organizing and communicating on something along those lines. Karyn stated that she thought that was more related to any sort of project management – does the employee know how to manage a project, do they have the skills needed to manage the project. Rhonda McCampbell commented that it was important to make sure that students understand that while it may not always be a big deal in some local companies, larger, more global companies might have a bigger stance on the subject. It’s important to teach the students to be aware and look out for that, no matter what kind or size of company. Ryan agreed, stating that there are more technical companies that might have a much stronger outlook on that and have stricter policies. The conversation continued, discussing cost effectiveness and efficiency and how it can have environmental impacts, as well.

Ryan moved on to the next topic “Advise others on business or operational analysis techniques”. Vanessa again brought up communication and how important it is to communicate on the techniques. As a medical professional, she commented on the importance of all the doctors in their office knowing and sticking to the same techniques and procedures.

Marcus Smith asked for clarification about the degree of education for these skills. He asked if this was expected of students that have an associate’s degree – so not necessarily for front desk receptionists or secretaries, but more for someone with a degree seeking a somewhat higher position. It was confirmed that is the level of education and employment that these KSAs need to be considered. Jodi Lindseth spoke up to confirm. She stated that everybody has mentioned communication. She stated that yes, there is a beginning class that emphasizes communication, but that skill is brought up in every class they teach, so by the end, when she asks students about things they learned, they always reply “communication, communication, communication”. Renee Stovall commented that many of her students have an idea coming in that they already know how to talk to people, so they don’t really need a class on communication. She stated that she will have her students look up local business job descriptions on LinkedIn and highlight every term that has something to do with communication. The students begin to realize the importance of communication within a business setting, and they realize that they do need to pay attention in the class and learn something.

Ryan commented on the importance of this information from the BLC members. He let them know that their comments were being listened to, and that when the faculty goes back over the information, they will be looking at the things that the BLC members rated important and talked the most about it to make sure that everything is being covered in the classes that they teach.

The next topic was “Advise retail dealers on sales promotion techniques”. There was a lot of discussion about using promotional tools, such as TikTok. Ryan commented that he feels like the term TikTok is becoming somewhat of a catch-all term referring to all of the short video platforms along the same lines. The conversation continued about how increasingly important it is to learn how to utilize tools like that for promotions and advertising.

Ryan tied the next topic, “Recommend improvements to work methods, procedures, or products”, with a previous conversation

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regarding the amount of input being allowed from entry-level positions. Vanessa agreed and reiterated the importance of up and down communication and the sharing of ideas.

The last topic of discussion was “Conduct fund raising activities”. Vanessa stated that it depends on the company. For a non-profit organization, this would be a very strong skill. Jodi stated that she probably should not have left that topic in the list of KSA skills. She stated that they do touch on fund raising slightly in the classes, but not really, and there is not much of an emphasis on it at all.

The conversation shifted when Karyn Piece asked about AI. She stated that she recently attended a conference about AI and how it was going to look in the future for businesses. She was curious about what the room at large thought about it, and the question was brought up what if we are teaching students about things now that won't even exist in ten or twenty years because of AI. Marcus Smith spoke about the importance of AI in their business not being a replacement for human interaction, but using it as a tool to help move things forward and get some jobs done faster without the risk of human error. Vanessa remarked that she will sometimes use AI to help with writing a piece of documentation, but she will do the final editing for content and clarity. She stated that what used to take her several hours can be done in 15 minutes, but it does not replace the human component. Karyn stated that what we all need to make sure of is that we teach students how to use the technology responsibly. She stated that the technology is out there and the students have it. They need to learn how to use it as they would any other tool, but not to rely on AI to do all the work without their own human input.

Ryan had Jodi discuss accreditation of the Management Program. She explained that the idea of accreditation had been bounced around a bit, but they were looking at it more closely now. She stated that she would really like to hear from the BLC if accreditation was something that they thought would be important. Would the local businesses think that was important that the program be accredited? Vanessa stated that accreditation is not necessarily a bad thing, but might not necessarily be a big deal. She stated that as long as the college is putting out quality students, that is most important. Her suggestion was to maybe have some sort of program that links to the employers that can say they got great employees who were great students at AC. She said she believes the word of mouth of other businesses would likely mean more to a potential business than an accreditation certificate hung on the wall. Others in the room agreed that a quality student is more important.

Vanessa asked to bring up one more thing – she stated that one thing that is very important is that so many students these days do not know how to type well or use a 10-key numeric pad. She said that she would really like to see more young people that really can type and 10-key. Karyn stated that a few years ago, the state dropped the requirement that students have a technology-based class and many districts chose not to continue with those classes. She said that has affected a lot of that.

The next meeting was discussed and scheduled for November 2nd, starting around the same time of 9:00AM.

The meeting was adjourned at 10:08AM.

Curriculum Decisions:

Other:

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Recorder Signature: <i>Kathy Savenport</i>	Date: 10/18/2023	Next Meeting: 11-02-2023, 9:00AM
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