

PROGRAM COMMITTEE NAME:		Business Management			
CHAIRPERSON:	Jodi Lindseth				
MEETING DATE:	08/03/2023	MEETING TIME:	09:00am	MEETING PLACE:	Virtual, via Google Meet
RECORDER:	Kathy Davenport			PREVIOUS MEETING:	03/24/2023
COMMITTEE MEMBERS					
	NAME	TITLE	EMPLOYER INFO	PHONE	EMAIL
X	Leslie Hardin	Facilities Coordinator	PRPC		lhardin@theprpc.org
X	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
X	Rhonda Obenhaus	Advanced Culinary	AmTech Career Academy	806-326-1959	Rhonda.obenhaus@amisd.org
X	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
	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	Cmccampbell@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
	Dr. Vanessa Ransom	Optometrist		806-386-0835	eyedocvra@gmail.com
	Marcus Smith	CEO	Education Credit Union	806-223-5399	Marcus.smith@educationcu.com
	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
X	Barbara Wahi	Perkins Grant Program Director	Amarillo College	806-371-5974	bjwahi@actx.edu
	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
	Edie Carter	Dean of STEM	Amarillo College	806-371-5335	elcarter@actx.edu
	Adrine Harrell-Carter	Faculty Chair - Business	Amarillo College	806-345-5671	ajharrellcarter@actx.edu
	Kathy Davenport	Administrative Assistant – Business	Amarillo College	806-371-5269	Kathy.davenport@actx.edu

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	Luis Salazar	Academic Advisor	Amarillo College		
	Holly Hicks	Academic Advisor	Amarillo College		
	Rhonda McCampbell	Instructor	Amarillo College	806-371-5998	R0359854@actx.edu
	Renee Stovall	Instructor	Amarillo College	806-371-5099	Trstovall21@actx.edu
X	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>Jodi Lindseth called the meeting to order and introduced herself. Other introductions were made around the room. Jodi took a moment to explain what the BLC is and why it was implemented. She explained that the new BLC will be similar to the previous advisory committee in that the business leaders will still be giving their opinions on the curriculum, but with the BLC, they will have more input into what is actually being taught.</p> <p>Jodi then shifted the discussion to the various certificates offered by the Management program. She began with the Marketable Skills certificate. Jodi explained that the Marketable Skills certificate is given out by our office and that it works as an incentive to keep the students attending and working towards additional certificates. Jodi spoke about a former set-up she had with Toot N' Totum. She explained that the students would attend through Toot N' Totum, and they would get a small raise for each certificate earned. She stated that it really encouraged them to keep going. She stated that if any of them kept going enough to get the Associate's degree, they were able to get a management position at a store. Jodi continued to discuss the stackable certificates,</p>

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explaining that a lot of students struggle to get their Associate's Degree because they worry they won't do well in the core curriculum classes. Jodi stated that is part of what she and her instructors do is to encourage the students to take the classes and give them the confidence to get through the core. Jodi stated that they really watch the retention numbers to see what her students are doing. She stated that if the students get as far as the intermediate certificate, they really encourage those students to keep going.

Jodi went on to discuss the various specialties available within the Management Program. She listed the Major Options and stated that some of them are harder to fill up than others. She also stated that she has learned that her certificate program is not as easily laid out as she thought it was and part of what the BLC is designed to help her do is to simplify to process.

Jodi stated that one thing the program needs to look at is outside certifications. The Hospitality program does teach the students various aspects of hospitality, but there is no longer a Food and Safety certification made available to the students through our program. She stated that the state of Texas is really looking for educational programs to offer such certifications, which is something that her programs lack.

Jodi moved on to discuss the courses offered. She started the with the three core classes: Communications, Supervision, and Human Relations. She stated that these three classes will be in the curriculum no matter what Major Option is chosen. She stated that they believe that the life-skills learned in these three classes are important no matter what direction student advances in after these three. She discussed the various Major Options and some of the courses that are required within those options. She also spoke about the later courses in what is referred to as the "choose two options". She explained that students tend to get confused when they get to this stage. She stated that each Major Option has a list of upper level classes that can be taken, and the student can choose any two in the list within their declared Major Option.

Jodi took a moment to discuss the Co-op classes. She stated that if the student is working, they should be in the Co-op. She explained that there were some issues a few years ago with the Co-op classes, but with the introduction of the Earn and Learn student work/study program, her Co-op classes should increase in enrollments. She stated that these classes should be important to the students because they are basically getting six credit hours for the work they are already doing. Jodi stated that the other courses in the "choose two options" are geared towards those students who are not working and still need courses to take to finish the required courses. Jodi was asked to elaborate on the reason the Co-op had issues. Jodi explained that several years ago, the instructors and Program Coordinators had more freedom to enroll students in classes as they needed to. That allowed the instructors to add eligible students to the Co-op classes whenever needed. When the advising system was updated, the instructors were no longer able to register students. She stated that the advisors did not fully understand what the Co-op classes were, so the enrollment dropped dramatically and has never fully recovered. Jodi stated that with the Earn and Learn program, the Co-ops are being pushed to the students again. Trent Morris stated that he believes it is really important to have that relationship between students and businesses and keep that relationship going. The Co-ops also help to grow a relationship between the Management program and the businesses and helps the businesses to know that they are going to get high-quality students from AC. Jodi went to state that she is working with the advisors to help them remember that a very early conversation that needs to happen with the students is to ask them if they have a job, and if so, they need to be in the Co-op class. Jodi stated that she has been asked about internal internships. She stated that she has researched and that there are certain intern opportunities within WECM, so that is something she is looking into for the students, as well. She stated that the concern is how to implement them into the program.

Jodi pulled up on the projection screen a list of the numbers of advanced certificate students. She stated that one that is struggling a bit is the Culinary area. She stated that she hears a lot of people asking for Culinary, but then there just aren't student enrollment numbers to support it. She stated that she's not giving up on it, and has been in discussions with AMTECH regarding students from that campus feeding into a Culinary program with us. She stated that the students are already taking base level

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Culinary classes at AMTECH and other schools and could come into AC with several classes already under their belts. Barbara Wahi stated that they are working with AMTECH in another program for Dual Credit. She stated that the students are earning AC credit while taking the classes there at AMTECH. The AC instructors are even visiting the AMTECH campus to work with the students, so the students are building relationships with the instructors and earning college credit at the same time.

Jodi stated that she gets asked a lot why is she the “food person”. She stated that she is NOT the food person! She stated that she does explain to people how Management skills go hand and hand with the food industry, and with Hospitality. She stated that she worked at the play Texas for many years, and the hospitality skills needed there are important skills that can be taught here at AC. She stated that is one reason why she has been so reluctant to let go of the Culinary or the Hospitality programs. She stated that there is a piece missing, and they just can’t seem to find the missing piece. She stated that businesses will reach out to her wanting students from these programs, but the students just aren’t coming. Rhonda Orebnahus stated that maybe that is where AMTECH can come in. If the students are already taking the classes at AMTECH, they can feed into the program at AC and help the numbers grow. Barbara Wahi stated that another area of discussion should be what to call the course. She stated that one of the things that her office looks at is what the work force is looking for that the program can offer. She stated that when she looks at local job postings for “Culinary”, nothing comes up, but if she searches for “Food Service Management”, there are jobs. She stated that by making sure that the name of the program lines up with what the job services are actually looking for, the students will have a better understanding of what exactly they will be studying.

Barbara Wahi moved the conversation along into discussing what the BLC is going to be doing versus what the previous advisory committee did. She explained that BLC will have a greater role in shaping the curriculum to make sure that our students are workforce ready upon graduation. She stated that the BLC will also help to grow the college-business relationships so that as students are leaving the college, there are already business leaders familiar with the students and what they have learned and are already looking for the students to hire. She stated that part of the program is also to help the Earn and Learn program to grow by providing internships for the students in the industries that are already a part of the Amarillo community. She explained more about what will be expected of the BLC members and how they will be able to help the program as well as the industries in the area. She stated that in future meetings, she and Jodi will be there more to listen than to lead the discussion. She stated that she and Jodi really want to hear what the BLC has to say, so as they are having discussions, she and Jodi will be mostly silent. She stated that the BLC will meet approximately 4 times throughout the year, so once per quarter. Barbara stated that when she was over the Perkins Grant, part of her job was to reach out to members of the advisory committees at the time and ask them to complete a survey. She stated that many of those that responded didn’t even know they were on any sort of advisory committee and didn’t know what program it was. She stated that this new BLC program will be different and the industry leaders will have a much bigger say in the curriculum. She stated that they will be sent out a survey asking them if they know any other industry leaders that would like to be a part of the BLC.

Barbara went on to further explain what will be expected. She stated that another survey they are going to be sent will be a list of the KSA’s for the program. She stated that they will be asked to vote on the importance of each skill and its relevance to the industry. She stated that the information they provide will be used to build new curriculum that is in line with what the BLC has stated that they want and need. Barbara went on to say that one thing they are looking at is a struggle to find employers for the Earn and Learn programs. She stated that with schools like AMTECH looking at the same businesses for the same reasons that AC would looking at them, She stated that something they might look at is having the business leader come to us. The business leader would assign the student a special project related to that company. The student would work on that project during the course of their class term, and at the end, present the results of the project to the business leader. The business leader would then rate the student’s work. Barbara stated that this process will help build relationships with the students and businesses, as well as allow the businesses to really see first hand what is being taught to the students.

Barbara took a few minutes then to show more about what the KSA’s will look like and how the business leaders will be voting for

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	<p>those skills.</p> <p>At this time, Jodi and Barbara discussed when the next meeting will be held – around September or so. There was discussion with the group to plan the next meeting time. There was some discussion of membership on the committee and if it was open to new members. Jodi encouraged the members to send her contact information for anyone that they thought would be a good fit for the new BLC.</p> <p>The meeting was adjourned.</p>		
Curriculum Decisions:			
Other:			
Recorder Signature: <i>Kathy Savenport</i>	Date: 08/09/2023	Next Meeting: To be announced	