

### Advisory Committee Meeting Minutes

CHAIRPERSON: Debra Adams		
MEETING DATE: December 6, 2003	MEETING TIME: loam	MEETING PLACE: Rm J-133, SCC
RECORDER: Cheree Bontrager		PREVIOUS MEETING: May 17, 2003

#### MEMBERS PRESENT:      OTHERS PRESENT:

Name and Title		Name and Title		Name and Title	
	Debra Adams Recruiter/Faculty Our Lady of the		Cheree Bontrager Human Resources City of Sachse		Russell Kunz Program Chair Management/Marketin
	Jeff Amell Dallas Semi-		Art Lacy Executive Director Alliance for Higher		
	Jim Miller Project Director TransCore		Thomas Shirley Faculty member of Gainesville ISD.		
	Marie Beard Director of Sales Hampton Inn & Sales		Marvin North Management Former VP, HR Southwest Savings		
Agenda Item		Action Discussion Information		Responsibility	
Old Business:					
Continuing Business:				Debra Adams	
Review of Current		Pass out handouts of all and certificates to assist members in preparing for meeting (Creation of new Marketing Certificates)		Russell Kunz	
New Business:				Debra Adams	
Remodeled Management/Marketing Website		Review of redesigned		Russell Kunz	

Presentation of Distance Education Course	Pass out packets of information concerning creation of a new web on Human Resources. Complete discussion of contents of this course.	Debra Adams
Curriculum Decisions:		
Other: Next Meeting	Discuss approximate date time of next meeting.	Debra Adams

## MINUTES

Key Discussion Points	
<b>Old Business:</b>	
<b>Continuing Business:</b>	
Review of Current Situation	All advisory committee members had packets of information that contained the requirements for all current Management and Marketing degrees and certificates. Members were asked to review the information in preparation for the next meeting. The next meeting would be devoted to the creation of Marketing certificates. Presently, there is only one Marketing certificate. Russell told the members that there was a severe lack of Marketing courses from which to draw at the state (WECM) level and that we may need to create some "Local Needs" courses to help us with the creation of more Marketing certificates. However, there are plenty of Management courses. Last year, the committee created three new Marketing certificates, but they contained too many Management courses to be approved.
Creation of Tech Prep Courses for High Schools - Marketing	Tech Prep courses are being created at local high schools. The courses selected are Principles of Retailing, Principles of Marketing, and Co-op (MRKG 1380). Russell stated that hopefully these courses would begin increased enrollment to the Marketing program.
<b>New Business:</b>	
Remodeled Management/Marketing Website	Russell reviewed the Management website. The new website also contained information about the Marketing Department as well. Course names, numbers, descriptions, and objectives as well as generic syllabi for all Management and Marketing courses were displayed

<p>Presentation of Distance Education Course</p>	<p>It had been decided at a previous advisory committee meeting that the first course to be developed as a web course for distance education would be Human Resources Management.</p> <p>Debra Adams was asked at that last meeting to prepare a syllabus for an on-line class and to present a detailed proposal at this meeting for its inception. Debra teaches on-line classes for the University of Phoenix. She presented a 35-page handout to the advisory committee members and went over every step of the course.</p> <p>Her presentation was based on the University of Phoenix's Outlook Express Newsgroups. CCCC uses Web CT at this time although Outlook Express Newsgroups can logistically be used. However, as noted by Russell, CCCC's technical support staff may not technically support OEN. Russell offered to get both the names of the people at CCCC who are in charge of on-line courses and the rules for the creation of on-line courses.</p> <p>Debra presented formats, examples, and information for the creation of on-line lectures, syllabi, use of books, testing, etc., for on-line courses. Marv North commented that her presentation of this topic was the best that he had ever heard.</p>
<p>Curriculum Decisions:</p>	
<p>Other: Next Meeting Date/Time</p>	<p>It was decided that the next meeting would be held sometime next March-April. The day and time of the meeting would remain on Saturday since that is the most convenient day and time for most members.</p> <p>The meeting was adjourned at 1 lpm.</p>

CHAIRPERSON SIGNATURE:

DATE:

NEXT MEETING: March/April, 2004