

## Business Partnership Council Meeting Minutes

*Business & Accounting*

*November 2, 2018*

*10:00 am*

*ETA 101*

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### **ITEM 1.**      *Welcome*

**Discussion:** Joel Flores, Co-Chair, welcomed everyone to the meeting and explained that the Chair, Priscilla Taylor, could not attend due to a last-minute conflict. The meeting began at 10:10 am. Everyone introduced themselves to the Council.

**Data source consulted:** None.

**Action:** None.

### **ITEM 2.**      *Approval of Minutes*

**Discussion:** Minutes need to be approved from the April 26, 2018 meeting.

**Motion:** Approve April 26, 2018 Minutes. – Sandra Kaplan

**2<sup>nd</sup>:** Duke Keller

**Vote:** Approved

**Data source consulted:** Draft copy of minutes.

**Action:** None.

### **ITEM 3.**      *Student Enrollment and Completion Data – Kim Allen*

**Discussion:** Associate Dean Kim Allen discussed the Program Health Indicators sheets with the Council. She made a couple of notes: most students in Business Programs are in Lake Worth and out of 1,165 students enrolled, only 16 graduated with an AS degree in Business. There may be several reasons for this: they may be transfer students, they may be taking Business courses as electives, or they could be stop-outs, etc. There are more completers in the CCC programs. The large drop in numbers of completers in 2016-17 to 2017-18 is due to the College's push to have Gold status and instituting the auto-grad mechanism. A student can only be counted once for the completion rating, which explains the drop to Silver status in 2017-18.

Business is the second largest program at the College behind Nursing. AD Allen is interested in pursuing industry needed programs, such as, advertising, HR, etc. Joel Flores asked how the numbers were looking for the Logistics/Transportation program(s), and AD Allen responded that the programs are still somewhat new, and that there have been three students enrolled so far. There is still some work to be done to encourage students to enroll in the program(s).

Professor Debbie Beres mentioned that she asks her students every semester what degree or program the students are in, and many identify one of the CCC programs thinking that they were degrees. AD Allen responded that the concentrations in the Business Administration & Management AS degree is causing some confusion with students. There are four concentrations: Banking, Marketing, Supervision

& Management and Risk Management & Insurance. The Banking concentration will be closing, and the Marketing concentration will need to be its own AS degree.

AD Allen also shared that the College is rolling out AA degrees with tracks – there are eight total. The goal is for students that are transferring to a bachelor's degree program to take 12 credit hours towards the degree as electives which could count towards a CCC as well. Some of the applicable classes will lead to a CCC, or several CCC's, along the way to the end of the AA degree track. Sandra Kaplan commented that obtaining a CCC would be a good milestone for the student so that they will be more apt to stay in the program and complete it. Carol Horner added that students will feel a sense of success when they finish a CCC along the way. All AA degrees transfer to Florida's colleges, and some AS degrees do as well. It was also discussed that some students may not want a degree, so the PSAV programs help with that.

- Recruitment Efforts for 2018/2019 (panel discussions, townhall meetings, etc.) – Not discussed/Tabled.

**Data source consulted:** Program Health Indicators, dated July 25, 2018.

**Action:** None.

**ITEM 4.** *Curriculum Updates / New Programs – Kim Allen*

**Discussion:**

- AS Marketing – Associate Dean Kim Allen explained the issues surrounding the current degree layout for Marketing (it is a concentration under the Business Administration & Management AS degree). She suggests having the Marketing program have its own AS degree to be more in line with the State's Framework, but one potential issue with that is the math portion. More discussions will need to take place before this can move forward.
- Media Services (CCC or Customized Training) – AD Allen met with Bob Butterfield from Channel 12, and it was discussed that there is a need for a media services/sales type program to address an industry need. The goal is for a student to complete this program and be placed immediately into a media sales position. A Marketing degree is not teaching the students the sales aspect that is needed. The question is whether this program should be a CCC-type program, or if it should be customized training. AD Allen will work with her team to research more and come up with a plan to be presented to the Council. The Council will be asked to assist with the curriculum piece.
- RMI New CCC – AD Allen started by sharing that the industry is aging out and there is a need for the younger generations to step in quickly. A new CCC has been proposed under Risk Management & Insurance that will assist with getting students licensed quicker by the State. An 18-credit hour CCC is being introduced, with 9 credit hours of courses included, along with an Associate's degree, that will assist students in obtaining their state license without taking the State exam. The State instituted this new process to help the industry recover with younger workers. Jenny Posadas has been working on the curriculum changes needed to help implement this at the College.

Ms. Posadas and AD Allen also mentioned that the recruitment efforts have been tough for this program - there are 50,000 students at PBSC, and yet, there are also over 100 different programs. New strategies are being discussed to help the recruitment effort.

- Human Resources CCC – AD Allen has been researching Human Resources programs that are available through the State's Frameworks but did not see anything except for a CCC. Professor

Debbie Beres will be working on starting this new program effort. Carol Horner offered some assistance as she has had over 20 years of experience in the Human Resources industry. AD Allen explained that the Council's role will include deciding Learning Outcomes for the courses, coming up with course names, and assisting with the curriculum piece.

**Data source consulted:** None.

**Action:** None.

**ITEM 5.**        *Update on RMI and Supply Chain Management – Jenny Posadas*

**Discussion:** Many of the updates have already been discussed in the previous topic discussion. Jenny Posadas added that there is now money for advertising for the Supply Chain program, thanks to Tropical Shipping. She also mentioned that we do need better enrollment in the two new programs – even if there are only five students enrolled in any of the programs' courses, they will still run (the normal cutoff of students is 12 or more).

**Data source consulted:** None.

**Action:** None.

**ITEM 6.**        *Recruitment of New Members (e.g. Business, Marketing, Entrepreneurship, etc.)*

**Discussion:** Joel Flores reiterated the BPC's role, which is to advise the College on possible new programs and to help promote programs already at the College. AD Allen included that there is a need for new members for this BPC, possibly someone in Entrepreneurship and Marketing, so that the Council can grow. Approximately three to four new members would be good. Jose Ortiz suggested someone that he has invited to his Business class to do a presentation, that used to be a vice president for Hess. AD Allen agreed that he should be invited to the next meeting as a guest.

**Data source consulted:** None.

**Action:** Members will send potential new members' contact information to AD Allen for an invitation to the next meeting.

**ITEM 7.**        *Open Discussion*

**Discussion:** Jose Ortiz shared with the Council that he was able to place seven Computer Science students into a paid internship position at Dycom, within the past week. This is a huge success for the Internship Program. Dycom has agreed to look at an additional 10 students for the Spring term. Joel Flores raised a concern that since this is paid internships, that this may encourage students to not complete their programs of study and affect completion numbers. Mr. Ortiz shared that Dycom has made a pact that the internships will not interfere with the students' schooling and have put rules in place addressing this.

Vega Girodo asked if the Business Survey previously discussed have gone out to students yet, and if so, were there any results? AD Allen replied that the survey had not gone out yet due to survey saturation, but that Professor Debbie Beres will follow up and see if the survey can be sent for the Fall and Spring terms.

Associate Dean Kim Allen invited the Council to attend the ribbon-cutting of the Computer Science/IT Innovation Lab on February 14<sup>th</sup>.

**Data source consulted:** None.

**Action:** None.

**ITEM 8.**      *Next Meeting Date*

**Discussion:** Potential dates were discussed – either January 25<sup>th</sup> or February 1<sup>st</sup>. The Council is open to having the meeting at the Port of Palm Beach as suggested by Chair, Priscilla Taylor.

**Data source consulted:** None.

**Action:** Associate Dean Allen will share the potential dates for the next meeting with Priscilla Taylor so that she can make arrangements for the next meeting.

**Attendance:** Associate Dean Kimberly Allen (PBSC), Professor Debbie Beres (PBSC), Joel Flores, Vega Girodo, Carol Horner, Sandra Kaplan, Donald Keller, Jose Ortiz (PBSC), Jenny Posadas (PBSC).

Meeting Adjourned at 11:19 am.

Submitted by: T. Chow

Scribe