

Business Partnership Council Meeting Minutes

Business & Accounting

March 27, 2018

8:30 am

ETA 101

ITEM 1. *Welcome*

Discussion: Welcome! This meeting is called to discuss any updates to the upcoming Executive Leaders Panel Discussion being held on April 5, 2018, in PSD 108. The meeting began at 8:37 am.

Data source consulted: Associate Dean Kim Allen's Meeting Reminder Email will be used as the agenda.

Action: None.

ITEM 2. *"Executive Leaders Panel Discussion" – April 5, 2018*

Discussion:

Associate Dean Kim Allen spoke a little about the marketing efforts for this event. Jose Ortiz will be visiting classrooms to promote the event, emails sent to department professors asking for class participation, social media advertising, and various other methods. Tara Chow mentioned that the Port of Palm Beach promoted the event on their social media accounts as well. Sandra Kaplan mentioned that she really likes how the flyer looks, and thanked Tara Chow for creating it.

a. Expo Invites / Contact Info Needed

We have information for AT&T, Ball Park, Comcast and Sikorsky. Please provide contact information for your respective company recommendations to either Associate Dean Kim Allen or Tara Chow. We have ten tables set aside for the Expo, and three companies confirmed. We still need seven more companies for the remaining tables. Joel Flores asked if there was a cost associated with the Expo tables, to which Associate Dean Kim Allen responded that there was not.

- AT&T
- Comcast
- Lockheed Martin
- United Technologies
- Ball Park of the Palm Beaches
- FP&L
- Palm Beach County

b. Panelists

Panelists have confirmed and are very committed to this event. Associate Dean Kim Allen will reach out to the panelists and share the expectations for the event, including, that they are to help bring awareness of business areas associated with a degree or CCC in Business, and to create a connection with the students. Some prescribed questions will be shared with the panelists, and they will be informed that they should take about 2-3 minutes to introduce themselves. A presentation will be created to share the bios of each of the panelists to be displayed during the event.

c. Schedule of Events (Handout)

Last year's event schedule was shared and some adjustments/modifications were made or suggested.

d. Questions by the Moderator

The panelist questions will be shared with the moderator, Priscilla Taylor. Jenny Posadas has offered a list of questions that she had prepared for an event she hosted recently. Priscilla Taylor also mentioned that she may have some prescribed questions as well.

e. Update on even enrollment

The registration numbers are currently at 40, with more expected.

f. Setup/Time

It was discussed that setup will begin at 4:00 PM, including companies coming in to setup their tables. The Expo is expected to run from 5-5:45 PM, and then start back up after the panel discussion, until 7:30 PM.

Data source consulted: Sample Flyer, Event Schedule

Action: Continue promotion of the event, Associate Dean Kim Allen will contact the panelists and companies.

ITEM 3. *Next Meeting to Debrief*

Discussion: Dates were suggested for the next meeting to debrief from the event. Jennifer Rodriguez mentioned she thinks it would be good to have the meeting sooner rather than later as the event would be fresh in everyone's minds. The suggested date for the next meeting was agreed upon to be April 12, 2018, at 8:30 AM in ETA 101.

Data source consulted: None.

Action: Associate Dean Allen will send out a save the date and meeting reminder for the April 12th meeting date.

Attendance: Associate Dean Kimberly Allen (PBSC), Keith Douglass, Joel Flores, Carol Horner, Sandra Kaplan, Donald Keller, Jose Ortiz (PBSC), Jenny Posadas (PBSC), Jennifer Rodriguez, Sean Scott, Priscilla Taylor.

Meeting Adjourned at 9:08 am.

Submitted by: T. Chow

Scribe