

**Business Division - Advisory Board
Meeting Minutes
October 19, 2021**

A welcome by President Clark Harris began at 12:04 and Advisory Boards were dismissed to individual meetings at 12:17. The Business Advisory Board meeting was called to order at 12:20 pm. Introductions were made of all present. Members present were: Grady Conrad, Cara Evans, Garret Lahr, Molly Kyler, Brad Purdy, Randee Sloan, Business Chair Cara Beth Johnson and faculty Jill Harmon and Leslie Johns.

Cara Beth Johnson provided the Advisory Board with divisional updates and a short overview of the Business programs.

Faculty Update: Randee Sloan resigned to do private consulting and Kari Mitchell was hired to teach Accounting on the Tonkawa and Enid campus. Adjunct faculty include Bron Briggs (Digital & Financial Literacy – UC Ponca City), Randee Sloan (Accounting – Stillwater), Dr. Pilja Vitale (Economics – Stillwater), Daniel Sherron (Management and Human Resource Management – ITV from Tonkawa), Dr. Ed Vineyard (Economics – Enid and Stillwater), and John Dolezal (Business Ethics).

Curriculum Revisions and Skills Gaps: The Advisory Board was sent the degree sheets to review prior to the meeting. Cara Beth announced that no changes were made to degrees since the last meeting. New programs and courses suggested include Sports Management or Sports Marketing and Small Business Management. The requirement of Payroll information in the curriculum was discussed at length. Cara, Grady and Randee each discussed issues that clients have with tax reporting and legal ramifications with 1099 contract labor vs. W2 employees, self-employed individuals and various other payroll tax difficulties. Certificate programs and / or courses that discuss point of sale systems, vendor management and retail sales management may be beneficial. With respect to certificates, it was recommended that the partnerships with the technology centers be revisited and the yearly articulation meetings with the program directors be resumed. Cara Beth will get with Dr. Edgington and Dr. Stinson to discuss options.

The Advisory Board reviewed the current curriculum and the following questions, comments and / or suggestions arose throughout the discussion. Cara Evans recommended that it may be beneficial to add data analytics tools such as Power BI and visualization platforms to help students "tell the story" and impact of the data rather than simply gather and report numbers. Garret Lahr mentioned that many students can complete data gathering and statistical calculations, but can't make the connections with real world application and problem solving. Grady Conrad agreed and added that new hires with his firm may know the mechanics of gathering information and using computer operations, but not necessarily how to analyze and use that data for meaningful results. To expand on this issue, Brad Purdy mentioned that technical writing and reporting is a skills gap in new hires and suggested that using the data analytics class to teach the writing or "story telling" aspect along with the data findings analysis may be beneficial.

Cara also mentioned that Access may not be as supported in the future and alternative DBMS programs may need to be researched. Also, with respect to technology, introductory topics such as wireless connectivity, VPN, Cloud-based documents, comparison of various collaborative technologies such as Google Meets, Microsoft Teams, and Zoom would be beneficial. Leslie Johns added that students use cloud-based technology to save information through the Mindtap program that is used in computer-based classes. Cara Beth followed up by mentioning that Zoom interviews are required for the Professional Development class and that most classes have some sort of Zoom meeting component embedded in them. Finally, Brad Purdy identified that basic cyber security and risk assessment for small businesses is lacking in today's business world. Some additional focus on cyber security may help future business owners. Cara suggested using Techlahoma for presentations to students and / or faculty and staff professional development on technology related issues.

Other skills gaps items include: professionalism, the impact of online presence / digital footprint on careers, higher level thinking and analytical skills, independent thinking, ability to self-start, communication skills, and writing effective emails. Krista Scammahorn at Francis Tuttle may be a good PD resource for students and staff on topics of communication and effective emails.

Articulation Agreements: Cara Beth announced that the department currently has signed Articulation Agreements with OSU, NWOSU, UCO, WSU and OBU. The OSU Agreement was revised and signed in summer 2021. Included in the new agreements are the acceptance of Principles of Management and Principles of Marketing as course-for-course transfer. NOC students transferring to OSU are now encouraged to take both courses to satisfy elective credits with NOC. Agreements between NOC and NWOSU are currently under revision and should be completed this fall. Cara Beth added that she is serving on the International Articulation Committee for ACBSP. She hopes to bring ideas for new and innovative articulations on programs, courses and certificates.

Student Activities and Retention Efforts: The Business Club and Kappa Beta Delta honor society activities are starting for the year. This fall, 8 members have returned and 52 new KBD students were invited to membership. The first meeting will be held on October 20th. Stillwater Business students attended several activities with the Free Enterprise Society, the Society for Public Trust and the Riata Center for Entrepreneurship (all at OSU) which provides a wonderful speaker series of nationally acclaimed business professionals. The VITA program will be relaunched at NOC in spring 2022. Currently, two interns will be placed at the site under the direction of Barbara Nickles.

Divisional Strategic Plan: Cara Beth updated the board on ACBSP matters. She is serving as Chair of the Associate Degree Board of Commissioners and a member of the Board of Directors. The changes to ACBSP Standards were explained and discussion on how they are now unified standards ensued. As a result of the change, faculty are taking a hard look at the Mission, Vision, Core Values and Strategic Goals for the Business Division. All faculty are involved with the process and each serve on a committee to review two standards in order to make recommendations for the approach, it's connection to the mission, assessment measures and

results, and recommendations for future action. The Mission, Vision and Core Values have been reviewed and minor changes made to the Vision Statement. The SWOT analysis has been performed and discussed by all faculty and the next step is to identify Strategic Goals for the Division.

Additional Suggestions and Announcements: Throughout the meeting, the following suggestions were made for improvements to or review by the Division:

- Molly announced that the Center for Workforce Excellence runs through Pioneer Technology Center and that Dr. Harris is now a member. This could be a good resource for the Business Division to gather information and build partnerships with business and industry.
- High growth industries that are of note in the area are transportation, construction, health care and marijuana growth / distribution. The marijuana industry is negatively impacting other industries.
- Helping students identify pathways in all areas (academic, career, and basic transferrable skills) would be beneficial to the program. Utilizing targeted career coaching with credentialed career coaches may be an avenue to accomplish that. Molly mentioned Ron Duggins as a good resource for career coaching; he is a certified coach and specializes in career coaching. Cara Beth identified that an opportunity exists for Business Division to help create these pathways through NOC's new NASANTI grant. Part of the funding is for onboarding and identifying pathways for underserved populations, so the Business Division and Business programs could easily be included in these efforts.

Cara Beth Johnson reminded the members to complete the annual survey; a reminder email will be sent next week. She thanked the members for their input and continued support of the Business programs at NOC and announced that the next Advisory Board meeting will be held around this time in fall 2022. The meeting was adjourned at 1:34 pm.