

**Business Division - Advisory Board
Meeting Minutes
October 24, 2023**

Prior to the meeting, a noon lunch was provided and a welcome and report to all Advisory Boards by President Clark Harris. Advisory Boards were dismissed and the Business Advisory Board meeting was called to order in the Renfro Center at 12:55 pm. Introductions were made of all present. Members present were: Reba Bush, Garrett Lahr, Natalie Rapp, Randee Sloan, and Business Chair Cara Beth Johnson.

The minutes of the October 25th were approved by consent.

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

Faculty Update: It was reported that two faculty members left at the end of the spring semester and the positions were not rehired due to institutional budget cuts. Adjunct faculty include Bron Briggs (Digital & Financial Literacy – UC Ponca City), John Dolezal (Business Ethics and Introduction to Business- Tonkawa and Enid), Tori Green (Business Ethics – Tonkawa), Randee Sloan (Accounting – Stillwater), Daniel Sherron (Management and Human Resource Management – Online), and Dr. Ed Vineyard (Economics – Enid and Stillwater). It was announced that a full-time accounting faculty for the Stillwater campus and an adjunct for the online Business Law course are currently vacant and will be filled by the spring 2024 semester.

NOC Foundation Update: Sheri Snyder, Vice-President for Development and Community Relations, reviewed the current business scholarships and donor opportunities. She described the Endowed Chair Program and announced that we can now begin to use the endowed funds. The funds amount to approximately \$3,000 per campus and can be used for speakers, events or programs as designated by the Business Division and can cover costs such as honorariums, travel, and other program costs. Specific requirements will be discussed with the Division. Cara Beth will visit with both faculty and advisory board members to determine relevant topics and programs that could be presented for students. Sheri also announced that students would hold a “Donor-a-thon” to create videos and send cards to show appreciation to all the foundation donors. Reba inquired on how much a company would need to donate to be meaningful and impactful to the institution and students. Sheri provided information and mentioned that the minimum endowment amount is \$15,000. \$500 to \$1,000 is sufficient to establish a scholarship. Packets are available in the Foundation Office.

Articulation Agreements: Cara Beth and Garrett Lahr described the purpose of an articulation agreement for the new members. It was 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 2023 and takes a simpler approach by including one agreement with Business Administration to all the programs it transfers to rather than several individualized agreements. Cara Beth serves on the National ACBSP Articulation Committee and

they are updating sample Articulation Agreements which will provide will provide NOC with valuable examples on how to expand our current articulation agreements with transfer partners.

Student Activities and Retention Efforts: The Business Club and Kappa Beta Delta honor society activities are starting for the year. Current activities include providing input for revisions on the Business Division web page, creating flyers for committees and organizations on campus and there are plans to visit OSU Spears School of Business and the Enid campus of NWOSU to expose students to opportunities after they graduate from NOC. 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 was successful last spring with two interns and the director, Barbara Nickles, who completed 24 returns for individuals. The program was modified to be open every other week to maximize both the director and the students' time and was well received. The program will continue for spring 2024 with hopes for two student volunteers to be placed with Barbara. Interest from both organizations and students has increased with respect to internships. Three new internships are currently being developed.

ACBSP: Cara Beth updated the board on ACBSP matters. She provided a brief history of NOC's involvement with the organization and announced that she currently serves on the Board of Directors. Work will continue in spring 2024 on the Strategic Plan. The Division is awaiting a final copy of the updated institutional strategic plan before completing the process. Of particular importance is the development of a Human Resources Plan to strategically prepare for succession in cases of key individuals who retire or leave for other reasons. This issue has come to the forefront because of NOC staffing changes as well as those within the ACBSP organization.

Curriculum Revisions and Skills Gaps: The Advisory Board reviewed the Business degree sheets. Cara Beth announced that no changes were made to degrees since the last meeting. An option in Sports Management is being discussed as a cross-over degree between HPER and Business. Cara Beth will work with the HPER Division Chair to see how it will best fit with the current programs. As a result of advisory board recommendations, two Data Analytics courses have been developed and were piloted in the 2022-23 academic year. They were well received and will be improved based on student and faculty input. Garrett mentioned that the Marketing minor at NWOSU has become one of its more popular offerings. He mentioned that it may be an area for NOC to explore.

Skills gaps that were discussed include computer skills, the ability of employees to show up ready to work, time management, workplace skills (i.e. producing something / accountability), and communication skills. The need for improvement in both written and spoken communication in today's workforce is vital. Skills such as writing a business plan, using proper report formatting in higher level courses, basic word and excel skills, and even addressing an envelope or writing a check are skills that need improvement in general for the workforce.

Natalie mentioned the businesses she serves have mentioned training needs that include social media marketing and website building, point-of-sale systems use and getting the most out of tools such as Canva. Randee thought that POS systems would be a relevant topic to be added to the existing QuickBooks course. Knowledge of software such as QuickBooks and Excel are ongoing needs for business. All agreed that bookkeeping is something that small businesses struggle to fully grasp and goes hand in hand with personal finance “employees or owners who are not good with their own money cannot manage those of a business”.

Potential programs and /or classes could include: an option in social media marketing or a general marketing option within the Business Management program; an option or certificate for banking clerks; training or a program in real estate since it’s a growing area in rural communities, and continuing to explore sports management.

Additional Suggestions and Announcements: The members stressed that they want to be active participants and to reach out for various projects and events. The desire to not be “once-a-year meeting” members, but to actively engage in the Division’s programs was conveyed.

Cara Beth Johnson announced that the annual survey will be sent via email at the end of the week. Cara Beth thanked the members for their input and continued support of the Business programs at NOC and announced that the annual Advisory Board meeting will be held around this time in fall 2024 and additional meetings for the lectureship planning will be determined soon.

The meeting was adjourned at 2:08 pm.