

**Business Division - Advisory Board  
Meeting Minutes  
October 29, 2024**

Prior to the meeting, a noon lunch was provided and a welcome and report to all Advisory Boards by President Diana Watkins. Advisory Boards were dismissed and the Business Advisory Board meeting was called to order in the Rogers Room at 1:00 pm. Introductions were made of all present. Members present were: Reba Bush, Garrett Lahr, Daniel Sherron, Grady Conrad (via Zoom) and Business Chair Cara Beth Johnson. Visitors included VP Anita Simpson and faculty Leslie Johns and June Lin

The minutes of the October 24, 2023 were approved with a motion by Reba Bush and Second by Grady Conrad.

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

**Faculty Update:** It was reported that June Lin has replaced Stephanie Weckler as the Accounting Instructor for the Stillwater campus. Adjunct faculty include Bron Briggs (Digital & Financial Literacy – UC Ponca City), John Dolezal (Business Ethics and Introduction to Business-Tonkawa and Enid), Shiloh Ray (Business Ethics – Tonkawa), Randee Sloan (Accounting – Stillwater), Daniel Sherron (Management and Human Resource Management – Online), and Dr. Ed Vineyard (Economics – Enid and Stillwater).

**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. Faculty have met a couple of times this semester to update the Strategic Plan and identify needs for the reporting process. Faculty are completing projects such as a grader-reliability assessment and development of some stakeholder satisfaction surveys. Work will continue in spring 2025 to prepare for the Quality Assurance report that will be due in Spring 2026.

**Articulation Agreements:** Cara Beth announced that the department currently has signed Articulation Agreements with OSU, NWOSU, UCO, WSU and OBU. Cara Beth serves on the National ACBSP Articulation Committee and they are updating sample Articulation Agreements which will provide NOC with valuable examples on how to expand our current articulation agreements with transfer partners. Statewide articulation of Business Core was reviewed by a state committee through the State Regents. Marketing was identified as a course to add to the core in addition to Financial and Managerial Accounting, Microeconomics and Macroeconomics. This addition will allow NOC students to take Marketing in their associates degree and transfer into any bachelor's program in the state.

**Enrollment Updates and Demographics:** Cara Beth provided enrollment, budget and demographic data for the Advisory Board to review. Anita Simpson provided additional information on the trends that the Executive Committee has discussed. The cost per credit hour

has remained fairly constant, but it was reported that Business funding as a percentage of overall instructional spending had declined, which was as a result of the decrease in two full-time faculty members. In comparison, Garrett reported that NWOSU has had a few cuts, but not faculty other than through attrition.

Daniel expressed frustration with the legislature that we're not leading the way with education funding. He further mentioned that he would like to see scholarships that are directed to NOC from the tribes and earmarked specifically to NOC to help increase native enrollment.

Discussion ensued on how can NOC could attract more of the native students. Daniel stressed that NOC should make personal connections with the students. Including connecting native students with successful native community members, so the students can relate to them and increase confidence in completing a degree. He also recommended that we reinforce the idea that they can maintain their cultural connections by attending NOC (close to home) and show success stories. Tribal offices maintain a list of graduates that we could access for making connections to native students.

**Student Activities and Retention Efforts:** The Business Club and Kappa Beta Delta honor society activities are starting for the year. Cara Beth reported that 60 new members were invited and 5 students joined. It is consistently difficult to get students involved in the activities. Advisory Board members agreed and stated that the trend extends to community organizations. Since Covid, people in general have gotten used to not doing extra and they are seeing the same decline in activity in civic organizations. Suggestions for increasing activity were providing food and bonus points for attending events. 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 2025 with hopes for two to four student volunteers to be placed with Barbara. Interest from students has increased with respect to the program. Training will begin in late November or early December.

**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. The addition of micro-credentials to programs was discussed by the Board Members and the consensus was that in their industries, they are not a particular value add and that it's more of a marketing avenue. The cost / value would need to be researched. Areas for potential certificates might be customer service or working with the tribes to develop a hospitality certificate specifically for their employees. Extra courses as electives may be more beneficial than micro-credentials, particularly QuickBooks.

Skills gaps that were discussed and continued to include soft skills. very important and post-covid are seriously lacking. Skills as simple as having a conversation are lacking, including the ability to have a lunch conversation, proper etiquette, etc. Providing an opportunity to practice

at a mock professional business luncheon may be beneficial. For example, once a semester the division could host a professional dinner with advisory board members and industry partners in attendance to practice the skills as well as network. An advisory board member's company or other business partner may be willing to sponsor the dinner.

Reba mentioned - Leadership wants people with soft skills. Mentorships with individuals (one-on-one relationships), including First Gen or special populations for mentorships in professional careers. For example, native students paired with native business professionals. Garrett added that shadowing or interviewing a successful business professional could provide insight to the real world.

**Resumes and Cover Letters:** The Business faculty requested specific input on resume and cover letter development as well as general interview skills.

What do you look for from a submitted job application?

1. Providing the documents that are asked for. Many applications are incomplete.
2. Don't bother including "fluff" including big words that don't mean anything or have any substance.

What type of format are you looking for in a resume? (i.e. Microsoft office template; custom formatted)

1. On the cover letter avoid addressing the letter as "To Whom it May Concern" or "Hiring Manager", be specific. Additionally, the cover-letter should not repeat all of the information from the resume.
2. PDF is preferred over other file types. They are easy to open and don't have a chance to corrupt the company's system.
3. A mission statement is not necessary for a resume. BE CONCISE!!!! Highlight items that are different or unique rather than the paragraph long description of a desired job.
4. Use of a Word template as a guide is fine, but they should adapt the resume to make it their own.
5. Take the time to read the job description and research the employer and tailor the resume to the job.

What information do you scan in a resume?

1. A resume with incomplete grammatical statements or typos will not be considered.
2. Length of the resume should be short and concise – 1 page for an entry level position, but 2 pages may be acceptable if the applicant has many years of experience. In education particularly, a CV is sometimes provided when a simple resume would suffice. For business and industry, a CV should never be submitted.

Other relevant suggestions for resumes and cover letters included:

1. Clean up social media pages.
2. Linked In pages should be included on resume.
3. Daniel mentioned that resume reviewer may depend on the industry. For example federal government applications go to HR hiring manager, so be mindful that your resume showcases the necessary skills and requirements for the job announcement.

The departmental manager may never see the resume if it doesn't get past the HR reviewer.

4. May want to include a Notable Accomplishments section.

**Additional Suggestions and Announcements:**

Advisory board members questioned the budget numbers and suggested that the division needed additional funding for faculty. They suggested that all classes should be offered in person on a rotation and not all online. They also encouraged the division to lean on industry to fill the wish list for some of the programs and mentoring.

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 2025.

The meeting was adjourned at 2:50 pm.