

SPC COLLEGE OF BUSINESS – ADVISORY BOARD MEETING

MINUTES

NOVEMBER 4, 2011

SPC SEMINOLE CAMPUS

FACILITATOR	GREG NENSTIEL, DEAN
NOTE TAKER	PATRICIA HANRAHAN
ATTENDEES	SUSAN KINGSLEY, JOHN MCKNIGHT, GARY PRESTON, MELISSA SEIXAS, LINDSEY SHANK

Agenda topics

COB UPDATES

Greg Nenstiel provided an update on program enrollments, Project Management report, and ACBSP accreditation candidacy

ROLE OF THE ADVISORY BOARD

NEEDS OF THE BOARD	Greg asked the Board what they need from the College of Business
	1. Information updates - All
	2. All find value in curriculum discussions with opportunity for feedback. John McKnight noted that the Board should provide input that drives programs in a direction that benefits students
AREAS FOR BOARD CONTRIBUTION	Greg asked the board to think about the ways in which they would like to contribute
	1. Provide recommendations on proposed programs/curriculum - All
	2. Provide feedback regarding local employers' needs - All

BUSINESS COMMUNICATIONS NEEDS

DISCUSSION	Greg sought advice concerning business communication learning needs such as electronic skills, organization of data, presentation skills – need to teach about emotion and communication
	Gary Preston noted that high school programs should align with the College of Business expectations, and Lindsey Shank and Susan Kingsley added that current applicants and employees can't communicate well. Lindsey noted the impact that technology has had on Millennials who communicate in sound bytes via text messages, while Susan observed that engineers don't know how to be on a team and that the use of social media in the workplace has lowered productivity. Melissa Seixas mentioned the need for understanding how to communicate with varying generations, and John McKnight stated that universities seek applicants with strong STEM skills.

FUTURE DIRECTION OF THE CURRICULUM

DISCUSSION	Greg presented plans for curriculum and asked for Board feedback.
	Tracks to remove: Not-for-profit track, real estate.
	Insurance: Lindsey Shank noted that the industry is not attractive to young people. Many Boomers will be retiring, so employment will be strong. John McKnight, Gary Preston and Lindsey suggested that folding insurance into risk management might be worth pursuing.
	Accounting: Greg reported that an accounting track will not fit in the current business administration program and suggested pursuing an agreement with USF.
	International Business: Greg noted that enrollments have dropped. John McKnight and Gary Preston observed that IB may not need to be separate program because the content is integrated in business. John described how study abroad contributes to IB experiential learning.
CONCLUSIONS	
	1. COB will continue to seek Board input on curriculum.
	2. Will present more information on entrepreneurship and the contest at next meeting.