

MINUTES  
COLLEGE OF BUSINESS  
ADVISORY COMMITTEE  
03/22/2021  
Virtual/Zoom



College of Business

<b>Date of Meeting:</b>	03/22/2021
<b>Members present:</b> JJ Jones (Chair), Juan Diaz, Andrea Falvey, Jerry Kilty, Serge Lacerte, Melissa Leiner, Lee Maidenberg, Holly Markham, John McKnight, Rich Beynon, Bob Wingate, Matt Elsey, Meri Stockwell, Justin Bushko, Torrey Chambliss, Catlin Anderson, Marta Przyborowski, Patricia Hanrahan, Fabré Williams, Mike Ewell, Carissa Roldan.	
<b>Members excused:</b> Glenda Sparrow, Cindy Brown, Tim Shoby, Justin Bushko, Janice Loppe.	
<b>Others Present:</b> Jerrick Rivera, Aundra Williams, Sondra Seiter.	
<b>Call to order:</b> Meeting called to order at 8:30am.	
<b>Previous Minutes Approved:</b> Previous Meeting Minutes will be reviewed and approved at next meeting.	
<b>Unfinished Business:</b> COB will explore possibility of creating mentorship program. Focus should be placed on providing a connection to students seeking additional information and/or career guidance. Discussion will follow during summer committee meeting.	
<b>Program Updates:</b> Provided spring 2021 enrollment and fall 2020 graduation update. Highlights were shared about COB's new Mission Statement (contest), Business Community Events (from October 2020), Career Workshops and Handshake platform. Sondra Seiter highlighted Workforce Institute Programs and Grant opportunities. Sustainability Management BAS program recruitment video completed.	
<b>Student Update:</b> Capstone students placed in top 3 at Business Strategy Word Invitational. Michelle Rutkowski – Fall 2020 graduate, graduation speaker (Management & Organizational Leadership BAS).	
<b>New Business:</b> Reviewed new program proposal, Strategic Communications subplan/certificate. New subplan will be part of Management & Organizational Leadership BAS program. Formation of sub-committees to current advisory committee format. Committee will set goals and prioritize action items for 2021-2022 academic year. Subcommittees will be as follows: <ul style="list-style-type: none"><li>• Program/Curriculum Review</li><li>• Program Marketing/Outreach</li><li>• Student Professional Development (Internship/Mentorship)</li></ul> Additional information related to subcommittees and goals for 2021-22 will be discussed during next meeting.	
<b>Action Items:</b> Essential Functions Survey (survey will be sent to committee), COB Business community events will be held the week of April 5th; 2021-22 Advisory Committee Rosters. Subcommittees.	
<b>Industry Updates &amp; Discussion:</b> Discussion focused on new subplan proposal. Committee recommended for courses to include diversity, equity and inclusion topics, employee communication, critical thinking, root-cause analysis, accuracy of information, importance of episodic storytelling.	
<b>Next Meeting:</b> Summer 2021 - July 7 <sup>th</sup> at 8:30am (virtual). Fall semester meeting to be held on during week of September 20 <sup>th</sup> at 8:30am (location/format TBD).	
<b>Adjournment:</b> 9:30am	
	<b>Secretary:</b> Fabr� Williams