

**Business Advisory Board Meeting**  
**April 20, 2021**  
**Meeting Held Via Zoom 1pm**

**ATTENDANCE**

Emily Bonomo, Clifton Larsen Allen; Nancy Boose, Vermilion County Board; Michelle Campbell, WDAN/WDNL; Emily Crain, DACC; Terri Cummings, DACC; Gina Davis, DACC; Brian Fink, DACC; Adam Grimes, Watchfire Signs; Ashley Hargrove, DACC; Caitlin Littlejohn, Indiana Wesleyan University; Dwight Lucas, DACC; Dr. Natalie Page, DACC; Jeff Primmer, DACC; Jen Slavik, DACC; Kerri Thurman, DACC; Jaclyn Vinson, Housing Authority/Danville; Carol Wade, Watchfire Signs; Rickey Williams, City of Danville; Kelley Wills, Danville Police Department

**REPORTS**

Each area of the academic business division gave an update on programs and curriculum. Accounting has been working on a “close to” 3+1 program with Indiana Wesleyan University for students to go on for an MBA or MSA. Marketing/Management has been working on updating the Marketing Degree and Certificate and the Management Certificate and adding a 2-year Management Degree. Office Systems has been updating the 2-year Degree adding new courses and changing some courses. Feedback was requested from industry partners regarding industry certificates and the Management Degree/Certificate. The groups joined breakout sessions to discuss their particular industry in greater detail.

**OLD BUSINESS**

No old business was discussed.

**NEW BUSINESS**

Accounting

The accounting faculty (Brian Fink) and advisory members (Gina Davis, Adam Grimes, Emily Bonomo, Caitlin Littlejohn) reviewed the current accounting curriculum guide and determined that the electives fell short on the finance aspects of the degree. Review of the certificate observation was made that it is a stackable program that would also work well for SIU, for those students that start out with the certificate and then later decide to continue schooling and then go on to a bachelor’s degree program. Emily Bonomo expressed that the accounting degree should be multifaceted and able to fit various fields of student interest. In regards to that, Adam felt that supply chain management would be a good mix with accounting, especially for those in purchasing. The certificate does fall short if a student is interested in being a CPA. There are other pathways to CPA through DACC, however.

Conclusion by Mr. Fink: Stakeholders would like to see DACC work on stackable certificates (not primary priority). Of utmost importance is to

maintain our integrity in producing quality students, making them ready for the field of their endeavor, especially in partnership with IWU.

### Marketing/Management

A review of the marketing curriculum (Jen Slavik) with advisory members (Carol Wade, Michelle Campbell, Jeff Primmer, Kerri Thurman) asked for any feedback to the current degree and a review of certifications. The members are looking to make the degree more digital and Jen is open to adding more elective choices. A discussion about which Gen Ed courses can be included in the degree was started by Jeff Primmer. It was determined the last semester Gen Ed does not have to be Humanities, it can be any Gen Ed. The Digital Marketing Certificate has two target audiences: high school students and marketers already in the field that are looking to modernize their skill set. All marketing courses are 8-weeks long. Carol liked the certificates, but wondered if it was social media heavy. Modern marketing approach would give an introduction to CRM (Customer Relationship Management) in a course or overview. A focus on different platforms, such as Salesforce, would be beneficial. Carol provided feedback on Salesforce, to focus on Badges for End Users, rather than the administrative side. She also suggested offering marketing/Google analytics towards the beginning of course sequences. A discussion of the Interpersonal Relationships course was talked through and Carol said so much of marketing is I.R. and maybe a dedicated course is unnecessary. Michelle added that mixing up different groups in different classes would suffice.

The dialog continued with the Management degree (Emily Crain). She provided an overview of the new degree, reviewed the curriculum sequence, and she added International Business class. Carol asked if electives could include Introduction to Operations and Supply Chain Management and H.R. Management. Carol and Michelle both agreed that H.R. Management should be a core course, not an elective and moving Interpersonal Relationships to the electives. In regards to the certificate, Michelle interjected that Managerial Accounting (CACC 105) should replace Principles of Finance (BACC 120). After discussion it was decided by the faculty and members to remove Interpersonal Relationships from the certificate and add either Oral Presentations or Business Presentation. Emily will update the degree and certificate after this meeting and will send it out to members for any additional feedback.

### Office Systems

Curriculum updates for the Business Administrative Technology degree were reviewed (Ashley Hargrove & Dwight Lucas). Customer Service (BMGT 103) was added to the AAS Degree after input from the last advisory meeting. Computer Essentials (BOFF 130) is now a required part of the program curriculum in both AAS and the Certificate to ensure

file management and computer literacy skills are emphasized. The concentration seminar courses have been replaced with Administrative Systems and Procedures (BOFF 250). Students will still participate in an internship in their chosen concentration, but instruction will now include answering phone calls, using office equipment, managing physical and electronic records, and time management. A Basic Office Skills certificate has been created for students needing entry level skills. All certificates now stack into one another so students have multiple entry and exit points. Curriculum changes were supported by the attending members.

A former student member shared that the program prepared her for employment. Allowing students to take coursework in each of the three concentrations gave exposure to content that helped decide on which area to focus. All classes in the program prepare students for an administrative support position after graduation. More instruction in Microsoft Access and Adobe Acrobat Pro were recommended for continual curriculum updates.

Industry certifications were discussed, specifically Microsoft Office, Adobe, and Administrative Professional (PACE). Feedback indicated that many local employers do not require or ask about certification, but it might be good to just offer to students an option.

A previous concern brought up by advisory members was course names and if they are specific enough for students to know what they cover. It was explained that course names are broad to cover multiple technologies. For example, Word Processing Applications covers Word and also Google Docs. The members agreed that the names draw interest, but it is the course descriptions that are used by potential students to learn what the course covers. Members supported either leaving the name the same or changing them depending on student input and faculty preference.

**ITEMS FROM THE FLOOR**

There were no items from the floor and the meeting concluded after each breakout session was complete.

**DATE of NEXT MEETING**

2022 TBD

**MINUTES SUBMITTED by:**

Respectfully submitted,

*Lisa J. Osborne*

Lisa J. Osborne  
Administrative Assistant  
Business and Technology