

**Business Department Advisory Meeting Minutes**  
**April 27, 2023**  
**Virtual Meeting on Zoom**  
**11:00AM**

**ATTENDANCE**

Nick Chatterton, VVEDS; Emily Crain, Management & Economics Instructor-DACC; Terri Cummings, Dean of Business & Technology-DACC; Gina Davis, Perkins/Foundation-DACC; Deadra Gates, CCMSI; Ashton Greer, City of Danville; Gayle Grider, Trillium Staffing; Ashley Hargrove, Business Administrative Technology (BAT) Instructor-DACC; LaTana Lillard, Advisor-DACC; Dr. Stephen Nacco, President-DACC; Lisa Odendaal, White Smith Marketing Group, Inc.; Jen Slavik, Marketing Instructor-DACC; Michael Smith, Turtle Run; Carol Wade, Watchfire Signs; Collin Wright, BAT/Graphics Instructor-DACC; Stephanie Yates, Marketing Consultant

**OLD BUSINESS**

No old business was discussed.

**NEW BUSINESS**

After introductions the attending members went into breakout sessions for each of the three program areas.

**Marketing**

The breakout session was opened by Jen Slavik. Member concerns centered around making sure potential employees had excellent interpersonal relationship skills. Along with a great foundation in copywriting, including proofreading, grammar, and punctuation. Jen has been developing ways that can be addressed with more writing projects that require visits to the DACC Writing Center.

The members went through the updated (pending ICCB approval) Marketing Degree, as well as new or updated certificates Digital Marketing Certificate, Social Media Marketing Certificate and Sports Marketing Certificate. The new degree will incorporate cross curricular courses with elective options that will allow the students to pick areas that pique their interest. This includes classes from specific marketing courses, video/audio production, computer science and computer graphics, as well as digital animation, and graphic design.

The Sports Marketing Certificate was suggested as a way to recruit high school students to the program.

The marketing advisory members mentioned that in this age of digital fatigue, 60% of emails are not opened, so marketers need to find a

strategy to reach more people. Event creation was also thoroughly discussed and it was suggested that a student project could be the creation of a DACC promotional event.

### **Management**

Emily presented the current management certificate. This can be a great benefit to many non-traditional students that are working and get promoted or they want to add to their skillsets.

At the 2021 Business Advisory Meeting a Business Management AAS. This degree is still in development. It is a degree designed for a 2-year Associate, not necessarily as a transfer to a 4-year degree in Business Administration. One of the courses in the degree that is awaiting development, International Business, sparked conversation. This course would be a great way for students to understand dealing with other cultures. There will be a list of electives for students to choose as options in this degree.

Many of the courses in management are completely online or online hybrids that only meet once or twice a week. These are great options that allow DACC to meet students' educational needs wherever they are in their personal or professional lives.

### **Business Administrative Technology**

DACC instructors reviewed the BAT degree curriculum and discussed the stackability of the Office Assistant and Advanced Office Assistant certificates into the degree. They also presented updates on the cooperative education curriculum.

Some suggestions in the area of graphics include looking into the feasibility of developing a screen printing course (equipment, course materials, etc.). Another proposal was the addition of a Photography course.

In the area of Business Administrative Technology there was a high level of interest in adding entrepreneurial courses and adding advanced Adobe PDF skills and DocuSign to the curriculum. The members suggested that the program continue to stay up-to-date on Microsoft Suite, require the computer skills course, and transition students from Google to Microsoft. They were in complete support of the updates to Lincoln Hall-206 currently adding hands-on lab activities using office equipment.

Developing Access databases is not being used by most companies. Therefore the college will visit the idea of discontinuing that course in the future.

**ITEMS FROM THE FLOOR**

**Marketing**

There was a lengthy discussion about industry credentials and CRM (customer relations manager) platforms. Which is the best? What is everyone using in their businesses? Some platforms mentioned are HubSpot, Google Ads, Salesforce (aka Simcourse), Active Campaign, Hootsuite, and Go High Level. Each business picks what works best for them, so students need to be introduced to one so they know how a CRM works. Then it would be up to the employer to train on their particular CRM.

**DATE of NEXT MEETING**

Spring 2024

**MINUTES SUBMITTED by:**

Respectfully submitted,

**Lisa J. Osborne**

Lisa J. Osborne  
Administrative Assistant  
Business and Technology