

**Business Advisory Board Meeting
December 5, 2018
Bremer 109/110**

ATTENDANCE

Jackie Benson, Nick Chatterton, Sandy Cook, Emily Crain, Terri Cummings, Adam Dennis, Cheryl Dice, Amy Dixon, Viv Dudley, Brian Fink, Jessica Gray, Ashley Hargrove, Kelsey Kellams, Tom Kelly, Dwight Lucas, Jeff Primmer, Lori Russell, Jen Slavik, Angie Springer, Cyndi Starwalt, Katie Taylor, Adam Underwood, Mike Weidenburner

NEW BUSINESS

After introductions Terri informed the group about our accreditation taking place the first week in March. Faculty updated the members about changes in each program and then the members broke into groups: accounting, marketing and office systems.

Accounting: Sandy Cook, Amy Dixon, Brian Fink, Angie Springer, Adam Underwood.

The members discussed the importance of the 3+2.5 program in conjunction with Franklin and the benefits. Clifton Larsen just hired Jeremiah Brady who is a DACC Grad and is an MBA/CPA through Franklin. Sandy said it is important to hire people invested in the Danville area and the role of DACC in this endeavor. Adam stated that he would be favorable disposed to hiring students from DACC with an Associates in Accounting. The faculty is looking to revamp the accounting certificate and associate programs with the goal of better meeting the needs of local stakeholders.

Marketing/Management

- Attendees representing Fountain Trust Bank, Steel Grip, Meijer, DynaChem, and Country Craftsman.
- Reviewed the pending Digital Marketing Certificate. Discussion revolved around course title changes to reflect the integration of digital marketing methods and tools across the Marketing Program.
- Reviewed the Content and Social Media Strategy course. The group was highly supportive of the new course and direction of digital marketing focus.
- There was discussion of the difference between Social Media class content between the Marketing Program and Business Administrative Technology. Members in group asked for clarification from me and Terri Cummings.
- I commented that the DACC Marketing Program is reflects the following premise is curriculum development: In general I mentioned some of the key elements I include in the Marketing Program curriculum. I discussed my approach as follows:
 1. The Marketing Dept. performs a vital role in promoting the business and mission of an organization. It serves as the face of the company, coordinating and producing all materials and digital marketing activities representing the business. The Marketing Dept. defines and manages all brands and company position in the marketplace. It is the Marketing Department's job to manage promotional

campaign elements and determine and initiate the most effective marketing methods (traditional and new media) to prospects, customers, investors and/or the community. Additional key marketing elements managed by a Marketing Dept. included in class content are:

2. Search Engine Optimization (essential that potential prospects / customers) can quickly find business, products, services.
 3. Content Management including identification and management of channels and platform and content creation..
 4. Monitoring and managing social media. . Marketing should contribute to, manage and maintain social media pages including social listening.
 5. Internal Communications within business. Communications to employees to better understand company.
 6. Media Liaison.
 7. Data Analytics - Market Research utilizing digital data gathering methods to quantify decision making related to marketing
 8. Public Relations including Customers, Vendors, and External Stakeholders.
- The group discussed further direction of Marketing Program and the continuation to develop content relevant to increasing role of digital (new media) versus traditional media in marketing. Also, the importance of inclusion of digital marketing methods and tools across all marketing courses so that graduates have the skills needed in the workplace.

Office Systems: Jacki Benson, Dwight Lucas, Ashley Hargrove, Lisa Osborne, Jen Slavik, Katie Taylor, Mike Weidenburner.

Dwight checked with Tom Kelly to confirm that DACC is still using the current graphic design software for InDesign, Photoshop, and Illustrator. The faculty plans to utilize the employers more through classroom visits and on-the-job observations. Explore the idea of incorporating mini “modules” similar to corporate sessions within courses. The faculty will discuss further which primary courses to implement those sessions. Adding more scenario based learning, placing students in various circumstances/situations in which they need to react quickly with the knowledge they have learned. Stressing the importance of interpersonal skills is also a priority.

DATE of NEXT MEETING

TBD

MINUTES SUBMITTED by:

Respectfully submitted,

Lisa J. Osborne

Lisa J. Osborne
Administrative Assistant
Business and Technology