

**Business Advisory Board**  
**(Accounting, Marketing, Office Systems)**  
**November 14, 2019**  
**Copper Penny Room**  
**11:30 am**

**ATTENDANCE**

Amy Brown, CRIS; Katie Brummett, Teachers Credit Union; Mike Bryant, Bryant Industries; Michelle Campbell, WDAN/WDNL; Nick Chatterton, VVEDS; Emily Crain, DACC; Terri Cummings, DACC; Cheryl Dice, Carle Clinic-Danville; Machelle Dykes, Vermilion Advantage; Brian Fink, DACC; Ashley Hargrove, DACC; Dave Kietzmann, DACC; Les Kroemer, Indiana Wesleyan; Becky Lamb, Albin CPA's; Dwight Lucas, DACC; Eric Plotner, Sleepy Creek Vineyards; Jeff Primmer, DACC; Sarah Robison, Watchfire Signs; Lori Russell, Dynachem; Crystal Simmons, Robinson Chiropractic; Jen Slavik, DACC; Angie Springer, DACC; Reggie Warfield, First Midwest Bank

**REPORTS**

There were no reports

**OLD BUSINESS**

There was no old business to discuss

**NEW BUSINESS**

The individual programs broke into separate groups after lunch, welcome, and introductions.

Accounting

Both Angie Springer and Brian Fink took notes during the breakout session. Les Kroemer shared how Indiana Wesleyan changed their curriculum, which included a Core accounting degree with ancillary specializations. He offered to work with the accounting department as they looking into future changes. Reggie Warfield and Becky Lamb suggested the college offer a personal finance class as a student benefit, the faculty will look into future implementation. They also suggested the department push Excel and Computerized Accounting, Angie explained how the college has changed the program already by taking out Access and adding in Excel II. Becky also expressed an interest in accounting students as interns during tax season. The meeting adjourned after these discussions.

Marketing/Management

Discussion about the marketing degree opened up, the department would like to split marketing/management into two separate degrees. Jen explained that the new degree would be modern marketing without losing its foundation. The new degree would include more hands on projects in Digital Promotional Strategy (BMGT 201) and more certifications earned during the degree. The marketing/business electives within the degree would allow students to choose their interest whether it be design, business, selling, public relations or research. Mike Bryant

expressed that Web Design should be moved to a requirement, instead of an elective. Small-midsize businesses would benefit from employees having at least a basic understanding of web page set-up, to at least be able to update the page. While some students may want more of the creative side of marketing, others might be interested in the analytics, Sarah Robison expressed. Members also discussed how different generations perceive marketing strategies differently and reaching your target audience is a key factor. Conversation included discussion about integrating digital presentations in other courses; how to deliver engaging presentations, etc. and if Spreadsheet and Advance Spreadsheets could be electives. The members seemed to feel that at least one spreadsheet course should be required. The big picture for this degree is to develop articulations for 2+2 or 3+1 transfers.

Management would be separated into a new degree called Business Management, Emily reported. This would allow for students that are already working to move up in their career to supervisory positions. The members were very supportive of this change. This degree, just like marketing, would give room for students to elect some courses according to their interests: including, more customer based, human resources, and warehousing processes. The members wondered if Intro to Business, which includes very elementary concept could be removed? It was also expressed that it might be a good idea to spread accounting courses and economics courses over the four semesters rather than having them in the same semesters as these are very intense courses that student sometimes struggle. Customer service was also considered by the members to be of utmost importance and should be a core course.

#### Office Systems

Ashley took notes during the breakout session to discuss the Business Administrative Technology degree with industry partners. Agreement was reached to make BOFF 130 Windows a required course due to file management concerns. This course would also undergo a name change to Computer Essentials. Combining Business Etiquette and Ethics in the Workplace was supported so BOFF 135, currently Business Etiquette would undergo a name change to Business Etiquette and Ethics. The members recommended that course work include a focus on customer service, this is such an important aspect of employees in administrative professional roles. As a result, BMGT 103 (Customer Engagement) will be proposed as an addition to the AAS curriculum. Research over the next year will also be done on adding airtable software and data management into the Database Applications course, as one employer made an inquiry.

Employers were overall supportive of the Office Assistant and Advanced Office Assistant as stackable certificates. Some employers are hiring

administrative assistants with experience and the certificate and others are requiring a degree. Changes to the certificates include requiring BOFF 130 and the edit to BOFF 135 as stated above. The only proposed update to the Advanced Office Assistant certificate is the addition of BOFF 255-Digital Presentations.

Other discussion included moving from Office 2016 to 365, faculty recommend 365 for long-term updates and planning. Microsoft is phasing out new editions every 3 years and a subscription to 365 would be updated regularly, this would ensure the most up-to-date version of applications moving forward. Employers supported this decision, they also confirmed they are primarily using Microsoft Office with only one saying they use Google apps for word processing and spreadsheets. The change to Office 365 would be for Fall 2020.

**ITEMS FROM THE FLOOR**

There were no items from the floor due to moving to breakout sessions. See each “new business” statement for and ‘floor’ items.

**DATE of NEXT MEETING**

Fall 2020

**MINUTES SUBMITTED by:**

Respectfully submitted,

*Lisa J. Osborne*

Lisa J. Osborne  
Administrative Assistant  
Business and Technology