

Fayetteville Technical Community College
Committee/Subcommittee: BA/Marketing and Retailing Advisory Committee

Meeting Minutes
Date: November 14, 2008

I. Call to order

- A. Meeting facilitator Sharon Seaford called the meeting to order.
- B. The date of the meeting was November 14, 2008, the time was 9:30 a.m., and the meeting was held in the CBI room 120.

II. Roll call

- A. The following committee members were present: Chip Lucas, Sharon Seaford, Sean O'Connor, Hugh Brown Anna Smith
- B. The following committee members were unable to attend: Gayle Nelson, Kevin Pizarro, Bill Bowman, Windy Lawson.
- C. The following guests were present: Karen Atkinson

III. Approval of minutes from previous meeting

- A. Sharon Seaford distributed the minutes from the previous meeting.
- B. x The minutes of the previous meeting were approved as read.
The minutes of the previous meeting were approved as read but with recommended changes(formatting, grammar, punctuation)
- C. The following content changes to the minutes were recommended:
 1. NA
 2. NA

IV. A. Discussion/update of the following open items occurred:

1. Advisory Committee Handbooks
2. FTCC Mission/Purpose Goals
3. Distance Education
4. SACS

B. Old Business review of status action items:

1. The status of this action item is that Sharon Seaford opened the meeting with discussion about the Advisory Committee Handbooks. She pointed out a few items and asked committee members to read. Ms. Seaford stated that she is presently chairing a SACS Committee to re-create the Advisory Handbook. She also informed the committee members that in 2009 that the SACS Advisory Sub- Committee will make a recommendation that all FTCC Advisory Committees meet three times to discuss recommendations and to elect officers. She explained that there will be a Kick Off Dinner Meeting for all Advisory members. She said that another meeting will take place somewhere in October, November or December, which will be the major working

meeting. The final possible meeting in May closes the loop of communication. This meeting could be virtual.

2. The status of this action item is that Sharon Seaford reviewed the FTCC mission statement. She ask the members to read the purpose of the Advisory Committee and to review the institutional goals for FTCC. Ms. Seaford reviewed all items that were included in the packet that was distributed to each Committee Member. (See Agenda)
3. The status of action item was that Ms. Seaford informed the members that all of the courses to obtain a marketing degree are offered 100% online.
4. Ms. Seaford informed the members that the college has formed different committees that are working to prepare everything for the SACS visit in the year 2010.

V. New Business

A. Discussion of the following new business occurred:

1. Marketing Curriculum
 - a. Promotion/New Certificate/Headcount
 - b. Graduates/Job Placement/Average Salaries
 - c. MKT Curriculum 2009- Six Hour Reduction
 - d. Projects and Guest Speakers
2. Co-operative Education-Karen Atkinson
3. Huskins-Proposed Certificate
4. Survey
 - a. Trends
 - b. Needs
 - c. Recommendations

B. Discussion of the following new action items occurred:

1. The status of this action is that Ms. Seaford advised the members that the Ed. Plan for the Fall 2008 Marketing and Business Administration did require Marketing 223 (Customer Service) to be a part of the student's educational plan based on recommendations made from the last Advisory Committee Meeting. Fall 2008 Marketing 223 Customer Service will be a required course for all Business Administration Students. Ms. Seaford also said that at last years meeting a recommendation was made to change the picture on the promotional brochure. She informed the committee members that this has not yet occurred, but she said that she intends to submit this recommendation again this year. She asked for committee members feedback on this. Anna Smith's comment was that the brochure looked gothic in appearance and that it shows more retailing than marketing. Ms. Seaford reviewed the annual headcount for the two marketing certificates that were offered. She also informed the members of the enrollment for the Business Administration/Marketing and Retailing Degree Program. This report was provided in the packet of information. Ms. Seaford reviewed the 2007 Job Placement and current salaries for the Marketing and Retailing program graduates. She was glad to report that salaries and job placement were up. (See report in packet) The status of this action is that Sharon Seaford informed the members that most program coordinators were asked to cut their number of program hours by six due to an administrative request. She asked for recommendations if an additional six hour cut was requested. Anna Smith made a recommendation to eliminate International

Marketing 224. A recommendation was also made to move Marketing 221 Consumer Behavior to the elective column. The status of this action is that if any committee members would like to take part in being a guest speaker? Hugh Brown said that he would like to be a guest speaker for Public Speaking. Sharon Seaford said that she would pass his name along to the English Department. He also said he would like to speak in the Advertising and Sales Promotion class offered in the Spring. Ms. Seaford said she would pass this information to Mr. Ross Brown who teaches that class. Ms. Seaford showed the student's project work from Marketing 225 (Research) and Marketing 122 (Visual Merchandising). She asked for recommendations for Community Projects that Marketing 225 and Marketing 122, could do in the Spring of 2009. Sean O'Connor said that he gained a lot out of MKT 225 (Research) class project because it was hands-on and he learned the business prospective as well. It also promoted teamwork. The committee members made a recommendation to consider doing a project with a non-profit organization like the Fayetteville Chamber of Commerce or the Salvation Army.

2. The status of this action was that Karen Atkinson, Job Placement and Cooperative Education Coordinator, informed the members that Co-op. can earn college credit hours for students. She advised them that a student can earn one credit hour if the student works 160 hours in a sixteen week semester and that ninety-five percent of Co-op. students are paid. She also asked that if the members has a need for Co-op. Students to call her. FTCC Cooperative Education Employer information Brochures was distributed.
3. The status of this action is Ms. Seaford informed the members that in the year 2009 and 2010 several marketing classes will be added for the Huskins Students and Concurrent Students to receive college credits. Ms. Seaford also informed the committee members that the Marketing Program has proposed a Huskins Certificate to include: Marketing 121(Retailing), Marketing 122 (Visual Merchandising), Marketing 123 (Fundamentals of Selling) and Marketing 223 (Customer Service). If approved this should be a big draw to high school students interested in Marketing. Chip Lucas strongly agreed and expressed his hope that the proposed Huskins Certificate would be approved.
4. The status of this action item is that Ms. Seaford highlighted the MKT Annual Program Review and asked if they agreed with trends outlined in the Marketing Field. She then asked the Committee Members to complete the FTCC Advisory Committee Survey and add recommendation they had for program improvement.
5. The Chairperson, Ann Smith, was elected by the Committee members.

VI. Next meeting: TBA

VII. Adjournment-meeting facilitator Sharon Seaford closed the meeting at 11:25A.M.

Minutes prepared by: Belinda Ivey