

**Marketing Management IFCC Meeting  
Gwinnett Technical College  
November 30, 2017**

**Attendees**

- Karen Howard, TCSG Program Specialist
- Perry Hidalgo, Gwinnett Technical College (Chair)
- Rebecca Blalock, Southern Regional Technical College
- Adrian Caldwell, Georgia Piedmont Technical College
- Bill Delaney, Coastal Pines Technical College
- Robert Leach, Atlanta Technical College
- Brian Moss, Chattahoochee Technical College
- Michael Jones, Gwinnett Technical College
- Rebecca Alexander, VPAA, Gwinnett Technical College

Via Phone

- George Erwin, Savannah Technical College
- Pam Johnson-Upson, Athens Technical College?
- Special Guest: Nikki Stubbs, GVTC

**Call to Order**

Perry Hidalgo, IFCC State Chair, welcomed the group and called the meeting to order at 10:30am. He handed the floor to Karen who asked for all in attendance to introduce themselves.

**Approval of Minutes**

Minutes from the last meeting were reviewed. Perry made a motion to approve the minutes as stated and all were in favor.

**Old Business**           None.

**TCSG Update:**

Karen provided an update from TCSG that included enrollment data for the 2017 Academic Year. The group discussed how program numbers were effected by students only seeking core classes. This seems to be an issue throughout the state, but some colleges are offering new degree alternatives for these individuals to enter without damaging enrollment numbers.

Brian asked if others had issues getting students into classes from other programs. He noted that it was a complicated process to get a student into a CIST course that was required by a Marketing Management TCC. Adrian also noted issues with "field of study restrictions." Rebecca noted that Registrars have the ability to fix the issue in Banner if they so choose.

Karen noted that Nikki Stubbs with Georgia Virtual Technical Connection would be calling in at 11:00 am to discuss the ADA Accessibility requirements. She noted that GVTC was working hard to provide everyone an overview of what they needed to prepare for the 2018 deadline.

Karen shared the recent announcement that Commissioner Corbin had been appointed President and CEO of the Georgia Lottery Corporation effective January 1, 2018. TCSG Deputy Commissioner Matt Archer would be stepping into the role of TCSG Commissioner. There was a consensus among the group that Deputy Commissioner Arthur would be ideal for the job as he has a background in both secondary and post-secondary academics.

### **Faculty Credentials**

Karen explained that she had been updating faculty credentialing requirements in KMS and wanted to know what most schools expected of instructors. She explained that the SACSCOC guideline essentially states that a program that has the potential to lead to a 4-year degree should be taught by someone with a Master's degree or at least 18 graduate hours in the discipline. A program not leading into a 4-year degree can be taught by someone with a Bachelor degree or an Associate degree with significant experience.

Perry explained that the philosophy at his college was that degrees were to be considered terminal. He noted that despite articulation agreements, their credits were typically not meant to transfer. Rebecca added that this was the philosophy of Moultrie Technical College, but the merged college held with Southwest Georgia Tech's philosophy that perceives the college as a stepping stone into four-year program.

Bill inquired about articulation agreements stating that VSU was not honoring their agreement. Perry explained that the agreement with VSU leads to a Bachelor in Human Capital Performance, not a degree in Marketing. Bill expressed his frustration with the hassle his students were given by VSU. Brian and Perry agreed to share their VSU contacts. Perry agreed to reach out to VSU to discuss a more streamlined process.

### **ADA Accessibility**

Nikki Stubbs from Georgia Virtual Technical Connection phoned in to discuss the ADA Accessibility conversion. Nikki noted that each school seemed to have a different approach to meeting the January 18, 2018 deadline. She explained the purpose of being ADA compliant is to create and develop content that is broad and accessible for the largest audience.

Nikki explained that given the time crunch, most people were attempting to "retrofit" existing content which was actually more complicated than starting from scratch. However, given the time crunch, Nikki explained several tools that could be used to help retrofit the current content. Tips included providing alternate text for pictures, using titled hyperlinks rather than lengthy URLs, avoiding the use of color alone as a reference, and maintaining high contrast documents.

The question was asked how scanned documents were handled. Nikki noted that was a tricky question that they were still working on. Pam asked if content provided by textbook publishers were complaint. Nikki noted that most were not at this time. She explained that some companies such as Pearson had a

goal of being compliant by the year 2020 but in the meantime it may be possible to request permission to edit the documents for ADA purposes.

George asked if there any specific resources that could be shared to help instructors get started with the conversion. Nikki noted that she would share some documents via the listserv. Nikki answered a few other questions regarding PDF issues, screen readers, and YouTube video transcripts.

Rebecca asked if all schools were using Ally or if it was institutional. Nikki explained that most schools had Ally which was a great tool for converting already accessible documents into alternative forms such as braille. Rebecca noted that it had been a great tool for checking Content. Nikki noted that it was helpful but they were currently investigating a few issues with the new software.

Brian explained that he had heavy load with little time to work on the conversion. He stated that he had a plan to have the first part of the semester completed before the start and then work on the remaining parts as he goes. Nikki stated that this was an acceptable plan. She stated that, at a minimum, instructors must have a plan on how to provide a student with accessible alternatives in a timely manner.

Nikki shared her contact information with the group before leaving the meeting.

A brief discussion followed among the group. Rebecca explained how helpful the Ally software had been. Brian noted that Ally did not evaluate the accessibility of tests/quizzes. Adrian was concerned about using Publisher data. Rebecca stated that she had found only a few errors with Cengage products but Brian noted issues with McGraw Hill. Karen suggested the instructors share converted documents but most instructors agreed that they customized content for their specific needs. Brian and Robert noted issues with PDF documents. Rebecca explained that Ally suggests fixing the document in Word and uploading a new PDF. The group agreed they would do their best to meet the pending deadline.

## **MKTG 1130 Course Alternatives**

Perry asked Rebecca to explain her proposal for course alternative. Rebecca noted that she would like to add an “or statement” to MKTG 1130: Business Regulations and Compliance that would allow ACCT 2140: Legal Environment of a Business to be used as an alternative. She noted that this equivalent would allow students and instructors with more options. The group reviewed the curriculum. Perry made a motion to approve the “or statement” and all agreed in favor.

George Erwin presented a similar request to add PARA 1150 as an equivalent to MKTG 1130. He currently requires an adjunct with a JD to teach the course but was having difficulty finding someone to teach it on campus. This issue could be easily resolved if he could share resources with the Paralegal program.

Karen reached out the Paralegal listserv over concerns that PARA 1150 had a prerequisite. She noted that the instructors stated the course could be doable without the prerequisite but it was rigorous. She also noted that the ABA would allow the equivalency with some stipulations. Perry put the matter up for vote. Brian made a motion to approve the “or statement” between PARA 1150 and MKTG 1130 with all in favor.

## **MKTG 2210 and MKTG 2030 Software**

Perry handed the floor to Brian to discuss some software ideas he had. Brian distributed a list of software and database options that he found helpful. He expressed his desire to possibly negotiate a state-wide service contract that would allow all TCSG schools to negotiate an affordable rate for such products/services. Karen noted that this could be a difficult feat as similar requests had been unsuccessful. Michael noted that there were useable resources currently available in some areas. Karen agreed, stating that the library staff was working to revamp a number of areas

A similar discussion unfolded concerning social media platforms and business plan software. The group agreed that cloud/internet based systems would be preferred. Brian reiterated his desire to have a state-wide contract to take advantage of volume discounts. The group agreed the concept was great but the mechanics could be complicated due to the requisition process. Nevertheless, Karen agreed to look into the process. Perry noted that there would be a need to check ADA accessibility on any product considered.

### **Adjournment:**

With no other business, the meeting was adjourned at 12:35pm.