

# Instructional Faculty Consortium Committee Meeting (IFCC)

## MINUTES

06/13/17

1 P.M.

GWINNETT TECHNICAL COLLEGE

<b>PROGRAM</b>	Marketing Management
<b>FACILITATOR</b>	Perry Hidalgo, State Chair
<b>SECRETARY</b>	Perry Hidalgo
<b>ATTENDEES</b>	<p>Attended via Blackboard Collaborate:</p> <p>Rebecca Blalock, Southern Regional            Karen Bloodworth, South Georgia            Mary Cross, South Georgia            Bill Delaney, Coastal Pines            Georgia Erwin, Savannah            Robert Leach, Atlanta            Brian Moss, Chattahoochee            Mark Upton, Georgia Northwestern            Kevin Ward, Augusta            Kelli Weaver, West Georgia</p> <p>Attended in Person:</p> <p>Perry Hidalgo, Gwinnett            Michael Jones, Gwinnett            Rebecca Alexander, VPAA, Gwinnett            Karen Howard, TCSG</p>

## Agenda Topics

<b>WELCOME &amp; APPROVAL OF MINUTES</b>		HIDALGO	
<b>DISCUSSION</b>	Perry Hidalgo welcomed everyone and thanked Rebecca Alexander (Gwinnett Tech's VPAA) for attending the meeting. Minutes from the October 6, 2017 meeting were approved with one correction, which was attendance at the fall meeting by Kevin Ward from Augusta Tech.		
<b>CONCLUSIONS</b>	Fall 2016 minutes approved.		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

<b>PROBE - SB51</b>		HOWARD	
<b>DISCUSSION</b>	<p>Unfortunately, at the April Presidents' Council meeting, the Marketing Management Probe did not advance. In the Probe, it was proposed that SB51 Small Business Marketing Manager be expanded to include MKTG 2210 Entrepreneurship, which would increase the program from 15 to 21 credit hours.</p> <p>There were other Probes with increased contact time and/or credit hours that were also denied at the Presidents' Council meeting. Colleges interested in a longer TCC need to consider another strategy to gain approval. One option is for a college to institutionally develop the TCC and other interested colleges can then adopt the program. Perry Hidalgo volunteered to also chair a subcommittee to explore additional options.</p>		
<b>CONCLUSIONS</b>			
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	
Investigate new TCC options for small business management.	Hidalgo	Sept. 2017	

**BRANDING COURSE & SPECIALIZATION**

<b>DISCUSSION</b>	Mike Jones is creating a new course on branding. He will distribute a draft of the curriculum via the listserv and would welcome contributions from other faculty. Brian Moss suggested including some new product development information in the course. Mark Upton is interested in creating a branding specialization and he volunteered to lead a subcommittee on this endeavor.	
<b>CONCLUSIONS</b>	A subcommittee on a Branding course and specialization will be formed. Anyone interested in serving on the committee should contact Michael Jones (michaeljones@gwinnettech.edu) who will focus on the course. Once the course is established then Mark Upton can lead the effort to create a Branding specialization.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Formation of subcommittee for Branding course/specialization.	Jones	Summer 2017

**CONFERENCE OPPORTUNITIES**

<b>DISCUSSION</b>	Karen Howard asked the faculty to share the names of conferences that they previously attended or plan to attend so other faculty can be aware of training and educational opportunities. Instructors should email their conference recommendations via the MKTG-L listserv.  Additionally, anyone interested in serving on the newly formed IFCC Communications and Improvements Committee should email Perry Hidalgo (phidalgo@gwinnettech).	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Send conference recommendations to Karen Howard via MKT-L listserv.	Everyone	August 2017
Establish the Communications and Improvements Subcommittee.	Hidalgo	August 2017

**ARTICULATION AGREEMENTS**

HIDALGO

<b>DISCUSSION</b>	Kelli Weaver from West Georgia Tech expresses an interest in obtaining information on the articulation agreements that different TCSG colleges have with other colleges. Instructors should email copies of articulation agreements held by their college to Perry Hidalgo. He will then distribute the information to everyone. Brian Moss volunteered to help Perry with articulation agreements.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Email copies of marketing articulation agreements that your college has with other colleges to Perry Hidalgo.	Everyone	July 2017

**NEXT MEETING**

HIDALGO

<b>DISCUSSION</b>	The next IFCC meeting will be held in the Fall semester. Perry volunteered to host the meeting at Gwinnett Tech. He will follow up with everyone on a convenient date.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

<b>MEETING ADJOURNED</b>	
<b>MINUTES SUBMITTED BY:</b>	Perry Hidalgo, Gwinnett Technical College