

Instructional Faculty Consortium Committee Meeting (IFCC)

PROGRAM:		Business Management		
DATE:		03/14/2023		
TIME:		9:30am – 2:00pm		
MEETING TYPE		Blended (Live and WebEx)		
FACILITATOR (S)		Dr. Cassandra Baker, Chair Dr. Michael Cook, Vice Chair Dr. Barbara West, Curriculum Program Specialist (TCSG)		
SECRETARY		N/A		
ATTENDEES		Last Name	First Name	Technical College
		Amaro	Frank	Southern Crescent
		Baker	Cassandra	Gwinnett
		Beam	Graceful	Georgia Northwestern
		Binns	Lisa	Oconee Fall Line
		Brantley	Angela	Wiregrass
		Brown	Paulette	Wiregrass
		Burrows	Brione	Central Georgia
		Cook	Michael	Southern Crescent
		Copenny	Jacqueline	Dean OFTC
		David	N. Andre	Georgia Piedmont
		Geuter	Janet	Online
		Habersham	Jimmy	Columbus
		Harding	Kristi	North Georgia
		Harris	Alex	Ogeechee
		Hunt	Elizabeth	Online
		Jackson	Bridget	Georgia Piedmont
		Jernigan	Tina	Southeastern
		Kinnebrew	Alisa	Georgia Northwestern
		Lane	Nicole	Albany
		McCormack	Patrick	Augusta
		McNeely	Keith	Athens
		Ogundu	Temple	Southern Regional
		Opoku-Finako	Lyndsey	Central Georgia
		Parham	Zara	Online
		Revels	Denik	Southern Regional
		Sainton	Fabrice	Georgia Northwestern
		Susan Pinkston	Susan	Savannah
	Taylor,	Arebe	Gwinnett	
	Toliver	Desna	Central Georgia	
	West	Barbara	TCSG	

MINUTES SUBMITTED BY:	Michael Cook
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Approval of Minutes
Dr. Barbara West
Summary: Meeting minutes were reviewed by the MGMT IFCC consortium. Keith McNeely motioned to approve, Brione Burrows seconded, and the minutes were unanimously approved.

TCSG Updates
Dr. Barbara West
Dr. West discussed the upcoming BADGR program (formerly micro-credentialing) and the similarities of the program to what is being used by Economic Development. More details will be provided in the future as the program is developed. The program will contain numerous trainings and job ready certifications to meet workforce needs.

New Business/Business Management Updates
Dr. Cassandra Baker
Dr. West discussed how the use of AI (artificial intelligence) is creating challenges in maintaining academic integrity. Dr. Baker suggested that business management explore ways to use the tool to the student’s advantage. For example, how can AI help a student improve their writing but still foster critical thinking. How can the technology be used in a classroom to deliver competencies?
The were no Business Management updates.

Break Out Sessions
Break out sessions were conducted to address the following items: Review MGMT 2135 and ascertain to continue to use it in the management curriculum or create a new course as a replacement, review of SB41, Small Business Management specialization, and review of MGMT 1135.
Results of the session regarding MGMT 2135 are as follows (live and online group).
Group 2 (live) concerning MGMT 2135 recommends that we do not create a new communication course to add to the occupational core. We recommend that MGMT 2135 Outcomes and Competencies be revised to make them more current and to streamline them. Competencies and outcomes should include both communication skills and communication technology skills. We also recommend that each college determine for themselves on whether it should be a required elective for their degree program.
Group 2 (online) recommends that a sub-committee be created to revise the outcomes and competencies for MGMT 2135 - volunteers already include Kristi Harding, Nicole Lane, Alex Harris, Patrick McCormack, and Alisa Kinnebrew.
SB41 group (live) results include the following:
Add MGMT 1135 (Managerial Accounting and Finance) as an “either or” option in conjunction with the current ACCT 1100 requirement.
Remove the required MGMT 2140 course and add it to “select 3 (now 4)” section of SB41 or keep MGMT 2140 required but offer MGMT 2205 along with it as “either or”.

Recruitment and Retention

Dr. West discussed how enrollment is down statewide in higher education. Colleges are offering more online courses to increase enrollment. Some colleges are offering “hyperflex” courses and allowing students to choose when to attend the live course dependent on their need. Other colleges are using participation assignments to encourage students to attend live classes.

Programs need to be creative to attract students and use innovative techniques to attract students. Additionally, the state is looking at all programs to create pathways for high school students into technical education.

Articulation Agreements

Dr. Baker discussed articulations agreements between TCSG schools and USG as well as colleges across the US. Michael Cook shared that Southern Crescent Technical College had a webpage detailing all the current articulation agreements available. Additionally, there is link on TCSGs website detailing articulation agreements statewide. Dr. Baker encouraged IFCC members to encourage local and state officials to foster more articulation agreements. Michael Cook shared that some of the current articulation agreements have expired but many institutions are still honoring past agreements.

A more in-depth study is needed to find out where students are going once, they have completed their education with TCSG. Now that enrollment is down statewide, it should encourage more schools to be flexible in articulating with TCSG schools. One of the main issues with articulation is that the numbering system between technical colleges and four-year institutions do not match.

A committee was formed to address articulation. Members who volunteered were Bridgette Jackson, Lyndsey Opuku-Fianko, Dr. Ogundu, Andre David, Frank Amaro, and Jimmy Habersham.

Best Practices

In order to encourage to return to “live” classrooms, some colleges are offering virtual meetings as a part of their class attendance. Frank Amaro shared that he was using discussion boards in his live class as part of his participation grade to encourage in class attendance.

Also, addressing recruitment, members discussed the use of career fairs to attract students to their programs. Dr. Baker encouraged all schools to actively involve their advisory committees to help with recruitment and retention initiatives.

Dr. West shared that some programs are coming up with creative ways to market their programs. You want to have members from various industries (hospitals, industry, hotels, high schools) to aid in recruitment. There will be pathways created for Business Management in the near future to help transition high school students into the technical college system. This will be more in depth than dual enrollment and is designed to get students into the workforce more quickly.

Graceful Beam shared that she is using synchronous online classes (WebEx) to foster engagement. Also, the creation of challenging assignments in live classes helps students become engaged.

Other suggestions to foster engagement were to utilize teams where possible to build community in courses.

Dr. Ogundo shared that he is advertising small business programs to other programs to increase enrollment. By “upselling” the business programs, students who have already earned a degree, diploma, or TCC, can take management courses to assist in being successful entrepreneurs.

Jimmy Habersham said he encourages his students to complete another program in addition to Business Management to become more marketable in other fields.

Dr. West suggested using the management specialization to steer students towards additional degree. Examples include four marketing courses or four accounting courses.

Dr. West informed the IFCC members that going forward, all future IFCC meeting will required in person attendance.

A future WebEx session will be held before the fall meeting to finalize the results of the breakout meetings.

MEETING ADJOURNED	Motion to adjourn was made by Brione Burrows, seconded by Keith McNeely. Meeting adjourned at 2:10pm
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