

Instructional Faculty Consortium Committee Meeting (IFCC)

PROGRAM:	Business Management		
DATE:	10/10/2023		
TIME:	9:00am – 2:15pm		
MEETING TYPE	Synchronous – Face to Face Meeting		
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
	Binns	Lisa	Oconee Fall Line
	Blalock	Christal	Chattahoochee
	Burrows	Brione	Central Georgia
	Geuter	Janet	North Georgia
	David	N. Addre	Georgia Piedmont
	Geuter	Janet	Online
	Habersham	Jimmy	Columbus
	Harding	Kristi	North Georgia
	Harris	Alex	Savannah Tech
	Hoffman	Sean	Ogeechee Tech
	Hicks	Victoria	Savannah Tech
	Jackson	Bridget	Georgia Piedmont
	Jernigan	Tina	Southeastern
	Lane	Nicole	Albany
	Ogundu	Temple	Southern Regional
	Opouku-Finako	Lindsey	Central Georgia
	Parham	Zara	Columbus Tech
	Strong	Kananna	Chattahoochee
	Toliver	Desna	Central Georgia
	Vires	Pam	Columbus Tech
	West	Barbara	TCSG
MINUTES SUBMITTED BY:	Dr. Frank Amaro and Dr. Cassandra Baker		

Approval of Minutes
Dr. Barbara West

Summary: Previous meeting minutes were reviewed and read by Dr. Baker relative to the MGMT IFCC consortium. Kristi Harding – North Georgia Tech motioned to approve minutes, Victoria Hicks seconded, and the minutes were unanimously approved.

TCSG Updates

Dr. Barbara West

Dr. Barbara West indicated that the current BADGR program (formerly micro-credentialing) that Columbus Tech is leading in the roll-out of this initiative to get learners job ready and employed at a faster rate. Dr. Bridgett Jackson indicated that Georgia Piedmont is also getting ready to initiate this program. Dr. West mentioned that she will reach out to VPAA's with more details as to how to move forward at Savanna Tech.

New Business/Business Management Updates

Dr. Cassandra Baker

There were no new updates for business management. However, almost 50% of participants were new to their college and IFCC meetings, a review and update had to be discussed in order to get participants up to speed.

Break Out Sessions

Breakout 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.

MGMT 1135	New name and competencies for MGMT 1135 Business Intelligence for Decision Making. Redesigned course to reflect focus on business analytics.	A committee was formed because the group is an important course that needs to be redesigned. The information for this course was not found in KMS. Committee Members are: <ul style="list-style-type: none"> — Jimmy Habersham II — Dr. Cassandra Baker — Kristi Harding — Kawanna Strong — Victoria Hicks — Alex Harris — Crystal Blalock — Dr. Temple Ogundu — Janet Geuter
MGMT 1130	New class added MGMT 1130 Business Communication as part of Occupational Core. Elective MGMT 2135 Management Communication Techniques will be removed.	The committee that was formed to review and update MGMT 1135. MGMT1130 did not become part of the occupational core. See MGMT notes for MGMT 1130. The elective for this course will be reviewed by the committee for MGMT 1130. To date, MGMT 2125 Management communication elective is still being taught.
MGMT 2130	Are objectives per current KMS still relevant?	

Recruitment and Retention

Dr. Cassandra Baker indicated that Governor Kemp has created an initiative to create pathways for high school students into technical education programs and to improve retention in Georgia by reducing fees/tuition to Georgia residents. Dr. West discussed the difficulty (post pandemic) in the recruitment of students into technical colleges. Jimmy Habersham indicated that he was new to higher education. He asked should administration and recruitment within the college be responsible for the recruitment of students. Dr. West indicated that it should be incumbent on each department to market their own program. Andre David – Georgia Piedmont indicated as a result of a dire shortage of staff, how do we accomplish this task when we as instructors are inundated with so many other tasks to complete? Dr. Baker indicated that the Business Management programs is very broad in scope and can place students into a wide variety of businesses and industries where their skills are needed from Marine Boating Fabrication and Repair to Automotive. Dr. Baker indicated that Dr. Temple Ogundu is applying a Department Two Department (D2D) strategy to recruit students from other departments or program areas of the college such as Cosmetology students into Business Management. A construct of his strategy is that he has discovered that many of these students are also desirous of own their own salon(s) and/or businesses. Dr. Ogundu asserted from a recruitment perspective our energies should be focused on entrepreneurship. After much discussion, it was decided that adding new certificates and courses to accommodate influx of new students. Each school should work with their marketing department to create events for recruitment.

Gov. Kemp Announces GEORGIA MATCH Direct College Admissions Initiative

<https://gov.georgia.gov/press-releases/2023-10-05/gov-kemp-announces-georgia-match-direct-college-admissions-initiative>

Articulation Agreements

Dr. Baker asked if there were any Business Management Instructors present who were AACSB or ACBSP accredited? Brione Burrows indicated that we have articulation agreements with other colleges and/or universities versus the business accreditation agreement(s). Dr. Baker pointed out that this is a legislative issue and is based on who relative to which college and/or university is identified as the largest land grant holder. Also, many of the other colleges based on legislation have a different curriculum and/or course numbering system and therefore will not accept earned credit hours from another institution. Students will have to “map” their curriculum pathways to verify alignment with other institutions numbering system. The State of Florida has solved this problem, issue and/or challenge by accepting all transfer courses and/or credits from other institutions. Many of our articulations have expired. Many colleges are attempting to form partnerships with local colleges in their area to make it easier for students to transfer. Currently, only the General Education courses are automatically transferrable. It was decided that articulation agreements is a legislative issue that must be addressed by our state congress. Each college must continue to obtain articulation agreements for their individual program.

TCSG Articulation Agreements

<https://intranet.tcsg.edu/teched/academic-affairs/articulation-agreements/>

Best Practices

Dr. Baker addressed best practices for applying artificial intelligence (AI) as a tool in the classroom and/or course room to improve student’s academic performance. Dr. Baker further elaborated on many applications of CHAT

GPT. She indicated that the use of prompts (as action verbs) taken from Benjamin Bloom's Taxonomy is useful in asking of CHAT GPT specifically what you are asking of the program to write. Dr. Baker also emphasized that from the instructor's perspective Chat GPT could be used to develop test questions and test banks. Other AI tools were discussed such as Questgen (<https://www.questgen.ai/>), Bing AI.

Aundre David stressed CHAT GPT is here to stay, however there are still too many gaps in the use of the program for academic dishonesty by the student to occur. The question is how we can best ensure that this tool is best utilized by students without infringing upon academic dishonesty. Dr. West stressed that there is currently a TCSG policy in place to deal with this specific issue of academic dishonesty and the use of CHAT GPT.

Finally, Dr. Baker suggested to join a Google Group - POD Network Open Discussion Group, which will allow everyone to keep abreast of how other colleges and universities are handling AI.

AI in Education

bit.ly/ai-in-ed-group - Google Group homepage; share with colleagues who might like to join

POD Network Open Discussion Group

<https://bit.ly/joinPODgroup>

MEETING ADJOURNED

Motion to adjourn was made by Victoria Hicks, seconded by Lynsey Opoku-Fianko . Meeting adjourned at 2:30pm.