

## IFCC Spring Marketing Meeting Agenda

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**Location:** Webex -Online Meeting

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**Date:** March 26, 2025

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**Time:** 11:00am – 2:00pm

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**Special Instructions** Webex -

<https://athenstech.webex.com/athenstech/j.php?MTID=mbbc90b0b5ddc17ee901e8e807faa7a14>

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### Welcome & Opening Remarks

- Introductions
- Chair's Welcome (Olivia Brown)
- Approval of Previous Meeting Minutes (Co- Chair Michael Jones)
- Icebreaker:

✦ **What support do you need from this committee to be successful?**

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### New Business

#### ◇ **FEATURED SPEAKER 1: Steve Conway, VPAA at TCSG**

*Straight from the top!*

- What's new at TCSG?
- Curriculum process clarity:
  - How do we implement a new course?
  - What's the process to update an existing course?
  - How do we check the status of our new Marketing name change?
  - Will a new curriculum specialist be hired?

- What's the next step for our **Digital Marketing Course** to receive board approval and go live?
  - What is the process for updating our state standards?
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## ◇ **FEATURED SPEAKER 2: Dr. Jaime Wadowiec, Ph.D., Curriculum Program Specialist – Economic Development**

### 🎓 *Digital Badges Are Here... And They're 🔥!*

- Yes, we already have digital badges—for every marketing course!
  - Dr. Wadowiec will show us how to access them from the database for students.
  - Let's discuss ways to get students excited to earn and proudly display their badges
    - Resume enhancement
    - LinkedIn & portfolio features
    - Course engagement tool
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## 🏛️ **Legislative & System Policy Update 2025: Semester vs. Quarter Systems**

### 📄 **Background:**

In 2024, the Georgia General Assembly created the House Study Committee on Assessing the Semester and Quarter Systems at USG and TCSG Institutions.

(<https://www.legis.ga.gov/legislation/68710> )

- The University System of Georgia (USG) has operated on the semester system since 1999.
- The Technical College System of Georgia (TCSG) transitioned to semesters in 2011.
- The committee was formed to explore concerns around how the shift to semesters may have impacted graduation cycles, workforce development, and scheduling flexibility.

Some raised questions like:

- Are longer semesters slowing student progress?
- Would quarters better serve fast-track training and workforce needs?

**What are the results of this study- lets discuss !**

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## **The Closure of the U.S. Department of Education – What Now?**

- Federal Aid & Pell Grants: Will this impact our enrollment?
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## **🗨 Curriculum Real Talk**

- Why haven't we had a curriculum update in a long time?
  - What steps do we need to take to update and modernize our program courses?
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## **🏠 Student-Centered Strategies**

- Recruitment & Retention: What's working? Where are we losing students?
- Graduation rates & how to improve outcomes
- Marketing Certifications: What's available?
- Stukent: Are you using it?
- Articulation Agreements: Is anyone in talks with a school?

**Athens Technical just signed articulation with Piedmont University.**

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## **🗣 Faculty Growth & Instructional Innovation**

- Upskilling & Free Certifications for Faculty- Are there any certifications anyone has taken? Can you share?
- Blackboard Ultra:  
Feedback & user experiences- any problems?  
What are your thoughts on this new Blackboard Ultra?
- AI in the Classroom:
  - How are we handling plagiarism?

- Future Training:
    - AI for Grading
    - Google LM for Instructional Enhancement
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### **Reducing Student Costs**

- OER (Open Educational Resources) & ZTC (Zero Textbook Cost): How can we cut costs and still offer quality?
  - What resources are working best for you?
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### **Best Practices & Bright Ideas**

- Share what's working: Tools, activities, hacks that help
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### **Wrap-Up, Action Items, & Next Steps**

What are our priorities before the next meeting?

- Next meeting date