

Advisory Committee Meeting Record Template

CHAIRPERSON: Les Ledger		
MEETING DATE: October 19, 2023	MEETING TIME: 3:00 PM	MEETING PLACE: WebEx
RECORDER: Dr. Angela Reese		PREVIOUS MEETING: WebEx

MEMBERS: (P=PRESENT) Add nonmembers present to bottom of table with heading “Others Present” (OP)

(P/OP?)	Name and Title (List all members)	Business Affiliation	Email Address and Phone Number
P	Les Ledger- Chairperson of the Business Administration & Paralegal Department alongside the Culinary and Homeland Security Department. CTC professor. Business Coordinator.	Central Texas College	Les.Ledger@ctcd.edu ; 254-526-1434
P	Dr. Angela Reese- CTC professor and Business Administration and Real Estate Program Coordinator	Central Texas College	254-526-1284; Angela.Reese@ctcd.edu
P	Dr. Chastity Clemons- CTC professor and Net Impact Coordinator	Central Texas College	254-526-1788; Chastity.Clemons@ctcd.edu
P	Chester M. Drake- CTC professor and Global Supply Chain Management, Logistics, and Accounting Program Coordinator	Central Texas College	254-526-1424; Chester.Drake@ctcd.edu
P	William Jones- CTC’s Director of Career Services	Central Texas College	wjones@ctcd.edu
P	Charlotte Heinze- CTE Programs Advisor	KISD at Killeen Career Center	Charlotte.heinze@killeenisd.org
P	Kelli Kelley- Coordinator of Instructional Support in Development in the Institutional Accountability and Curriculum Support Department	Central Texas College	254-501-3045; KKelley@ctcd.edu
P	Lesley McGough- Coordinator of Curriculum Support at CTC.	Central Texas College	254-526-1521; Lesley.McGough@ctcd.edu
A	Bryan Oakes – Coordinator of Career services	Central Texas college	boakes@ctcd.edu
P	Eric Armstrong- owner of real estate companies.	Exit Realty	eric@exithot.com

P	Russ Nelson- senior executive at Lamar Advertising	Lamar Advertising	rnelson@lamar.com
P	Chevan Path- Owner of Affordable Lines	Affordable Lines	ipofworldwide@gmail.com
P	Fred Welch- official with Copperas Cove Economic Development	Copperas Cove Economic Development	fwelch@coveedc.com bsanders@coveedc.com
A	Julio Carrillo – Baylor Scott and White – VP of Logistic	SW	Julio.Carrillo@BSWHealth.org
A	Chaley Ayers	Workforce Solutions of Central Texas	Charley.ayers@workforcesolutionsctcx.com

AGENDA

Agenda Item	Action, Discussion, Information	Responsibility
Approve Minutes from Last Meeting: • Approval of minutes from meeting held April 20, 2023.	No discussion needed as time passed on from last meeting	None.
Old Business:		
Update of approval from the CRC for the changes on the Marketing and Sales Management Cert and Degree	NA	None
<p>New Business: Reviewed new programs and courses for fall 24.</p> <p>Reviewed Net Impacts substantial progress and future progress.</p>	<p>Shared most recent updates to the Social Media and Digital Media Marketing and Design Certificate Level 1 and 2 alongside both being stackable to an associate's degree path.</p> <p>Request change on AAS - switch placement of MRKG-1311 and ENGL 1301</p> <p>MRKG-2370, MRKG-2372, COMM-1307, MRKG-2371, MRKG-2348 becoming a new course...information only</p> <p>All approved to move forward with new proposed programs, pending above placement issue.</p> <p>Information only: Net Impact having success with Suicide Awareness event and BYOB. Making funds from selling their merchandises. Looking forward to their involvement with CTC's Halloween, Up to Us, Lighting of the Bell Tower special.</p>	Angela Reese
Curriculum Decisions: approvals	All agreed.	
Other:		

MINUTES

Key Discussion Points	Discussion
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<p>Old Business:</p>	
<p>New Business: New Members Approval of minutes Reviewing and approving of future Business Administrations programs and course add-ons.</p> <p>Congratulating Net Impacts' success and future aspirations.</p> <p>Future course</p> <p>What are graduates missing?</p>	<p>New members are Fred Welch & Charlotte Heinze</p> <p>Approval of minutes from meeting held April 20, 2022.</p> <p>Business programs' changes in red were approved for Fall 24 by CRC</p> <p>Changes in red are adding MRKG2370 (Digital Marketing), reposition ENGL 1301 and MRKG 1311</p> <p>Social Media and Digital Media Marketing and Design- 2 certification. One has 15-credits & 24-credits.</p> <p>Stackable toward Social Media and Digital Marketing degree is 60-credits.</p> <p>New Net Impact info: 6 officers (president and 5 vice president), project manager,</p> <p>Project was BYOB at Ft. Cavazos; 15 presenters who were chosen 3 for business guidance</p> <p>Successful Suicide Awareness event; lots of pledges and handling out helpful resources</p> <p>Haunted House being ready for this weekend</p> <p>Opened ecommerce business.</p> <p>Popcorn November</p> <p>Memory debt</p> <p>Instagram pop up museum; students and staff.</p> <p>Prof. Drake provided information on a course - Data Analytics</p> <p>They're missing soft skills; not seen a bunch. Soft skills were mentioned in previous meetings.</p>
<p>Curriculum Decisions: New Social and Digital Media programs</p>	<p>Approved</p>

Other:	

CHAIRPERSON SIGNATURE (or designee):	DATE:	NEXT MEETING: 4/18/24
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Advisory Committee Required Functions

<p style="text-align: center;">GIPWE Required Functions</p>	<p style="text-align: center;">How/when did the Committee address the function? At this meeting or a prior meeting?</p> <p style="text-align: center;">Please add to “ACTION ITEMS” below if necessary to show that this function is or will be addressed.</p>
Evaluating the goals and objectives of the program curriculum	Clearly stated how they're going to approve and succeed in social media degree, marketing classes, Net Impacts progress, and improving students' soft skills
Establishing workplace competencies for the program occupation(s)	Emphasis on soft skills competencies; Net Impact is the way to go. Adding digital marketing will make better salespersons and entrepreneurship especially in our ever-advancing digital age.
Suggesting program revisions as needed	Changing up the typo one of the programs. Promoting soft skills as its brought up from previous meetings; something brought up of needs special attention.
Evaluating the adequacy of existing college facilities and equipment	Not needed to be mentioned.
Advising college personnel on the selection and acquisition of new equipment	Not needed to be mentioned.
Identifying local business/industry leaders who will provide students with external learning experiences, employment, and placement opportunities	The Business Administration Dept. has communicated with the local business/industry leaders on various external learning experiences, employment, and placement opportunities to provide to the CTC students
Assisting in promoting and publicizing the program to the community and to business and industry	All of them talked about it and approved it; it's up action process.
Representing the needs of students from special populations	

Action Items

Description	Assigned To	Progress	Completion Date

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