

## COLLEGE OF BUSINESS

### ADVISORY BOARD MEETING 9/6/2012

**Attendees:** Larry Gelb, Jason Ludwig, Susan Kingsley, John McKnight, Gary Preston, Dave Sobush, Chuck Warrington, Greg Nenstiel, Patricia Hanrahan, Nicolle Panuthos, Mike Ewell, Deb Eldridge, Rina Coronel, Steve Ford, Jason Krupp

#### Meeting Minutes

**Greg:** Welcome. Enrollment report: The upper division enrollment is up about 6%, and the College of Business has the largest number of baccalaureate students. We graduated more bachelors' business students than USF- SP in 2012. The lower division enrollment is down 15% due to declining county population and increased employment opportunities for students in the Tampa Bay region.

**Nicolle:** Presented information on the annual Business Plan Competition, which occurs each Spring on the Seminole campus. Winning students receive from \$250 to \$5000. Websites are [www.spcollege.edu/career](http://www.spcollege.edu/career) and <http://www.spcollege.edu/cec/index.html>. The Entrepreneurship subplan and certificate help entrepreneurship students make connections with the community, and we are always interested in partnering with local businesses. If you are interested in becoming a videotaped partner (used on the web and embedded in courses), a speaker, or a sponsor, please contact Nicolle.

**Greg:** Announcement of Entrepreneurship Event for Veterans. The accelerated Entrepreneurship Certificate Seminar is free to veterans, and they may qualify for education funding. They will receive an entrepreneurship stipend if they complete the entrepreneurship certificate. Our goal is to attract at least 500 people to the event, which will be held at the Carillon Marriott on October 6<sup>th</sup>.

**Patricia:** ACBSP update: next step is addressing GAP analysis with an action plan.

Curriculum update: The BUS-AS program has been revised with a 25-credit business core with fewer 12-credit subplans.

Proposed new programs and group discussion: AS in Office Administration and AS in Social Media Marketing. The group felt that keyboarding should be a part of the Office program and that the proper course title for the proposed new course is "Customer Care." Dave noted that a certificate for professionals who need to add to their skills might be valuable. The consensus of the committee was that an AS in Social Media Marketing was not needed but that a certificate might be viable.

**Greg:** Showed Project Management marketing video. Sought and obtained agreement to use WebEx for a future group meeting.