

Board of Advisor Meeting - Notes

2/28/2019

Attendees BOA: Tonya Elmore, Torrey Chambliss,

Attendees COB: Greg Nenstiel, Mike Ewell, Patricia Hanrahan, Marta Przyborowski, Fabre Murray, Tikiia Hannah

Introductions and Status Report – Greg

- COB enrollment is up – 4-5% range. College overall – flat enrollment
- Want to talk about Strategic Goals for COB
- 2 Upcoming Events:
 - Business Plan & Elevator Pitch Competition – April 18, 2019 at 6 PM (Seminole Campus)
 - COB Expo – Tuesday, April 23, 2019 from 3-7 PM (EpiCenter)

Program Review

- **Pinellas County Job Projections:**
 - Need to examine county reports on population demographics, ages, migration patterns for future curriculum planning.
 - Review of SWOT analysis for county
 - Strength – growth in management and professional services.
 - Weakness – slower workforce growth, fastest growing sectors are low wage industries.
 - Pinellas County – job projection growth of 5.5% (25,000 new jobs over next 10 years)
 - Top jobs appear to be analysis-type positions.
 - Review of top skills (problem solving, critical thinking, creativity, people management, etc.).
- **Business Administration AS Degree:**
 - Degree was revised in Fall 2017 (535) – since then 1100 students have declared degree as program of study (350 declared BS/BAS track).
 - **SUGGESTIONS:** Expand Risk Management offerings/track – risk is part of all areas of business.
 - **SUGGESTIONS:** Propose HR track as part of MOL program.
- **Discussion:** Competitor schools are focusing on analytics and strategy in terms of program focus (AS and BA levels).
 - **SUGGESTION:** implement strategy and problem solving skills into curriculum.

- We need to teach students the process of problem solving (embed problem solving strategies at LD).
- Process can be applied across industries.
- Incorporate lean strategies into curriculum.
- Learning How to learn – skills are constantly changing. We need to learn how to re-learn.
 - SMAC – Social, Mobile, Analysis, Cloud.

BOA Suggestions

- Provide students with an Expectation vs. Reality snapshot.
- Institute Career Mapping/Road Maps for career ladder/journey.
- Attach value to concepts.

Final Comments

- *We moved away from teaching model to learner model (how do we best support the learner?).*