

- Attending: Lindsey Shank, Jenice Armstead, John McKnight, Patricia Hanrahan, Melissa Leiner, Nicolle Panuthos, Mark Quinzi, Scott Talcott, Steve Ford, Cecelia O'Dowd, Mike Ewell, Marta Przyborowski
- Greg Nenstiel opened the meeting by sharing information about fall enrollment. College of Business (COB) Bachelor's enrollment was up about 8% in the fall, 2015. Associate's program enrollment was up less than 1%. Overall, SPC enrollment was down almost 2%. The college is working on a number of initiatives to increase enrollment. Our supply chain and entrepreneurship programs are doing very well.
- Nicolle Panuthos shared information about the entrepreneurship program. The annual Business Plan competition will be held on April 21, 2016 at the Seminole campus. We are sending the flyer and link to the advisory board. All advisory board members are invited. Also, we are looking for mentors and judges to help us with the competition.
- Marta Przyborowski shared information about the supply chain grant. All eight certificates have been completed. The certificates are endorsed by the CSCMP supply chain professional organization. 118 people have already completed the certificates. The grant has been extended 6 months until spring, 2017. We are getting a high demand from companies for the customer service certificate. All classes are offered online, classroom or blended using a WebEx format. The program includes meetings with a career readiness specialist to help students with careers in supply chain.
- Mike Ewell shared information about our enrollment numbers and completion numbers. The COB has a concern regarding the completion numbers for the BUS – AS degree. We discussed with the board some solutions to help us increase completion of the degree. At present, the COB has put together a course sequencing to help students understand exactly what course they need to take in order to complete the degree in the shortest amount of time. Some suggestions from the board include:
  - Follow up with students that leave the program with a personal interviews
  - Do exit interviews with students to determine why they withdrew
  - Look at our student engagement data to determine if we can get students more engaged in the COB experience
  - Survey present students to determine how they feel about the program
  - Focus more recruiting on veterans
  - Benchmark other institutions for 'best practices' in retention
  - Educate our campus advisors about the program
  - Do more marketing of programs in high schools
  - Align the program to jobs - - since most business students want to be managers, use that as a marketing strategy
  - Potentially reduce some of the choices to a few relevant programs that students want
  - Identify a focal point(s) in the COB for career advising