

VENTURA COLLEGE

**Business Department Meeting Minutes**

**MCE-340**

**Thursday, February 18, 2016**

**Present:** Karen de la Pena, Jose Cortez, Jim Spencer, Jeff Stauffer, Mark Frohnauer, Ken Drake, Alan Walker, Debra Cox, Franceen Fallett, Sandra Kinghorn, Pat Greene, Jim Carriger, Debbie Newcomb

**Called to order: 3:30 PM**

Agenda Item	Summary of Discussion	Action (If Required)
I. Welcome		
II. Committee Reports		
1) Business Advisory Council	<p>Alan Walker explained the status of planning for the next Business Advisory Council. The theme will be based upon changes in 2016 in the business world. New BAC members will be joining. Alan will send out minutes from the committee planning meeting and some faculty have been assigned tasks. It will be held in the new Applied Science Center lobby and members will be offered a tour after the meeting. The main issue will be arranging for parking.</p>	
2) Curriculum Committee	<p>The curriculum "priority" list was explained. All courses must be updated every 5 years. We only have 4 courses to update. Ken and Stephanie are each updating one course and Debbie updated the other two. We are in good shape.</p> <p>BUS V01A was finally granted full C-ID approval, which affected both the Business ADT and the ADT the Economics Dept. is creating. BUS V17 has still not received full C-ID approval &amp; still in a conditional approval state.</p> <p>The Social Media COA and AS Degree are approved and are effective Fall 2016. We are seeking a social media marketing teacher with experience in the field.</p>	

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III. Announcements		
1) Bulletin Board	The bulletin board was recently updated. If anyone would like to handle it for spring, please contact Debbie.	
2) Funds for Equipment	<p>We still have Perkins funds and Innovates funds available. Perkins funds must be used this semester or will be lost. Anyone will suggestions on supplies, equipment, DVDs, reference books, etc. should submit their requests. Requisitions must be submitted by March 15<sup>th</sup> to be funded this semester. If we do not use these funds, they will be given to another department. Innovates funds will roll over to next year.</p> <p>Mark Frohnauer suggested purchasing another set of the study skills DVDs. Jim Spencer agreed. It was suggested that we order 2-3 sets so they are available to multiple faculty members. All orders should be sent to Debbie by March 1<sup>st</sup>.</p>	
3) Graduation deadline	Notify all students: Deadline for graduation applications – March 17 <sup>th</sup> . This includes applications for COAs and AS Degrees	
4) Internships	This semester we are bringing back internships for business and medical assisting on a limited basis. Stephanie Branca and Debbie have been working with the VC Innovates people to get this up and running. A clerical assistant was hired by Celine Parks to help with this program. Some of our Innovates funds were used to fund his position and other departments donated funds as well. An information meeting for students will be held on Feb. 24 <sup>th</sup> at 2:00. Flyers have been posted in all classrooms and on our bulletin board. Applications will be accepted in March and the internships will be held in April. They will be 15 hours per week for 4 weeks and students will earn 1 unit of credit. There was discussion about the documents required from the students in order to get credit. It is hoped to start the program on a small basis, work out any issues, and expand it in the fall.	
5) Marketing for BUS V94, BUS V21 and BUS V97	We need to market these classes to increase enrollments. Everyone was asked to send marketing ideas, flyers, etc. and we will ask Rachel Marchioni (our CTE outreach specialist) to implement them. Outreach to high school counselors is	Try to get publicity through Rachel to high schools and through Facebook and Twitter.

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	<p>important. At a recent outreach event, we found that most counselors had no idea about some of our programs.</p> <p>It was announced that President Gillespie is having a press release done about the Social Media Marketing program in the Ventura Star. There was discussion about the fact that students do not read the paper. Suggestions were requested for ways to reach students. Suggestions included posting in Facebook and on Twitter. Debbie will make that suggestion to the college.</p>	
6) Regular meetings	Department Chairs are being told to have monthly department meetings. It would be challenging to do that but we will try to have meetings every 2 months. It is hoped to have our next meeting the first of April and have an end-of-year meeting in May. Suggestions for a location for the May meeting are requested.	
IV. Discussion Items - SLOs		
1) PSLOs for Business/Supervision Program	<p>A substantive and collegial discussion was held about SLOs.</p> <p>The PSLOs for Business and Supervision were reviewed and discussed. It was suggested that we add a 4<sup>th</sup> PSLO to address our supervision/management courses. After a hearty discussion, it was agreed to add a 4<sup>th</sup> PSLO. Suggested wording was offered. Wording will be sent to our faculty for feedback and approval via email by February 20<sup>th</sup> so the correct PSLOs can be in the next catalog.</p>	
2) ISLO Forum	<p>The forum for ISLO #3 (Critical Thinking and Problem Solving) will be held on April 12<sup>th</sup>. All faculty are encouraged to attend. Many business classes assess this ISLO. The concept of ISLO forums was explained. Each year an institutional SLO is assigned and all courses mapping to it assess it. The next year a forum is held to discuss the findings and suggestions. Speakers from our own college give suggestions on how to integrate these concepts in a simple way across the curriculum. Then the rubrics are discussed and suggestions for changes are given. Refreshments are served.</p>	
3) Review of SLOs for all courses	It was explained that we are in nearly finished with the 4 <sup>th</sup> year of the 5-year cycle. The goal is to have all CSLOs, assessment	

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	<p>tools, performance targets, and rubrics revised and finalized so that assessments in the future will be pre-planned, easier and streamlined.</p> <p>TracDat printouts were passed out to faculty for review. Everyone is asked to review their courses' SLOs. Are they relevant and appropriate for the course?</p>	
<p>4) Review of assessment tools, performance targets, and rubrics.</p>	<p>Everyone is asked to also do the following:</p> <ul style="list-style-type: none"> <li>• Review assessment tools – are they the best way to assess the SLOs? Are there better tools that could be used? Assessment tools should be something that is already being done in class and provides a way to assess the SLOs.</li> <li>• Are the performance targets appropriate? Should they be changed?</li> <li>• Are the rubrics that were used appropriate? Should they be changed? A sample rubric template was suggested and can be accessed from Debbie.</li> </ul>	
<p>4a) Deadline for comments</p>	<p>Everyone is asked to review the SLOs, tools, performance targets, and rubrics with fellow faculty teaching the course. Changes need to be submitted to Debbie by April 1<sup>st</sup>.</p>	
<p>4b) SLOs, assessment tools, targets &amp; rubrics</p>	<p>All of these must be finalized by May meeting</p>	
<p>4c) Spring 2016 assessments</p>	<p>Assessments for this semester are due by May 15<sup>th</sup> to Debbie. They may be submitted as soon as they are completed. A list was passed out after the meeting and will be sent via email for those who didn't get it.</p>	
<p>V. Questions/Comments</p>	<p>None</p>	

Adjourned 5:25 PM