Business Advisory Board Meeting Minutes
March 12, 2015

In attendance: Dr. Scott Ballantyne, Travis Berger, Dr. Sam Bradley, Kyle Covington, Dr. Woosoon Kim, Martin Korecky, Melanie Kramer, Matthew Mayer, Drena Romberger, Jonathan Simon, Dr. Karen Thacker, Dr. Tufan Tiglioglu, Mark Wallace, Mary Ellen Wells, Matthew Wertz, Matthew Wolf

1. Call to Order by Dr. Ballantyne


3. Approval of Fall meeting minutes
   a. Martin Korecky made a motion to approve the minutes.
   b. Matthew Mayer seconded the motion.
   c. Motion carried.

4. Revised Departmental Mission Statement
   a. Matthew Wolf made a motion to adopt the new department Mission Statement.
   b. Martin Korecky seconded the motion.
   c. Motion carried.

5. Strategic Plan Goals and Objectives assigned to Committee members – Due April 30, 2015
   a. Dr. Ballantyne explained the department wants to set up long and short term goals.
   b. Department would like to have a dedicated building/space for a Business lab situation.
      i. Finance major approved.
      ii. Health Care Administration major being voted on today at Faculty Council meeting.
      iii. Would allow for effective teaching
      iv. Help in recruiting future students.
      v. Translate well into the adult population of UG and MBA continuing education students.
   c. Board members broke up into groups to discuss goals and objectives.
   d. Comments/suggestions attached.

6. Announcements
   a. Minutes and discussion items to be sent to Board members as soon as completed
   b. Additional time to be spent on items at fall 2015 meeting.

7. Dr. Scott Ballantyne adjourned meeting at 9:30 a.m.
<table>
<thead>
<tr>
<th>Goal</th>
<th>FMI</th>
<th>ABMI</th>
</tr>
</thead>
</table>
| 1. To provide quality instruction through the use of various teaching techniques designed to actively engage students in the learning process.  
   - To gain an understanding of differing instructional delivery systems available to professors and when they can be utilized.  
   - To utilize technology in the classrooms when it is available and appropriate. | Bradley | Dinan Korecky |

Comments from Sam Bradley/Martin Korecky

- Develop advanced training for adjunct faculty beyond first year training on topics such as Simulcasting, Best practices for teaching online, Developing videos for class, Classroom teaching skills
- Poll adjunct faculty to learn other areas of interest
- Conduct campus-wide adjunct workshop to share best practices
- Focus on teaching skills needed for success in industry
- Develop critical thinking skill and teach students to deal with ambiguity
- Focus students on developing marketable skills beyond just obtaining a degree

Comments from Drena Romberger/Melanie Kramer/Kyle Covington

- Mods are too much lecture
- Enjoyed the “real world” experiential learning
- Business lab NEEDED
- Blended courses tend to be too much “busy” work instead of using technology to learn new skills
- Students need a knowledge of EXCEL so instructors can fully teach concepts and skills

Comments from Scott Ballantyne/Karen Thacker

- Develop a speaker series through the alumni association
- Assess knowledge acquisition through a new tr-part assessment series that includes: MFT test; Iliad; New Pre-Mid-Post test for each major.

2. To provide quality advisement services to students so they can achieve their academic goals in a timely fashion.

Comments from Drena Romberger/Melanie Kramer/Kyle Covington

- Standardize Advisement process using peer mentors or some other method
- Had good experience as students
- Students need to be able to sign up for advising online
- Publish office hours online
- Advisers assigned should be from major
- Freshman & sophomore years should be used to groom students for being more prepared for advising and knowing what they need to complete degree
- Push Excel coursework

Comments from Scott Ballantyne/Karen Thacker

- Develop a “shadow” program or event for students to explore careers in conjunction with career services office.

3. To offer mentor-mentee relationships to students by demonstrating a genuine interest in them as people.

Comments from Wells

- Hanna Wallace
- To gain approval of the Advisory Board from administration to strengthen ties with community leaders.

**Comments from Mary Ellen Wells/Travis Berger/Matt Mayer/Matt Wolf**

Faculty should join the Chamber of Commerce and attend meetings and events in order to strengthen ties with community leaders. Membership should be funded by Department. Investigate Incubator or Center for Experiential Skills and Business development. Offer workshops and coops for skills for the workplace for businesses. Investigate a workshop for negotiation skills to be offered to businesses and community leaders.

**Comments from Scott Ballantyne/Karen Thacker**

Create an opportunity for students to experience multiple external opportunities through the alumni association.

4. **To provide community awareness of the excellent programs offered by the department through presentations and conversations.**

- To assist in the recruiting process by contacting students, attending open houses, and prospecting in K-12 schools thereby assisting the enrollment management department.
- To offer programs and support for community organizations and businesses which provide topical information and ultimately will help to recruit students.

**Comments from Scott Ballantyne/Karen Thacker**

In conjunction with the development of a lab, the development or integration of a center to provide community business support. Create organizations to support businesses in their specific industry (restaurant, entertainment, etc.)

5. **To assist the Dean of Enrollment Management in obtaining an adequate number of business students to maintain existing programs.**

- To develop non-curricular programs for business students, allowing them to develop a bond with the program.

**Comments from Scott Ballantyne/Karen Thacker**

To launch and improve new and existing majors. To work collaboratively with other departments to increase student opportunities with limited resources. To create a business lab to demonstrate a commitment that parents can see, touch and feel on campus. To continue to develop non-credit programs with Grad and adult ed which can provide professional continuing education credits (insurance, etc). To investigate the feasibility of developing a Prometric testing facility.

6. **To offer new curricular ideas to improve and strengthen the business department programs including cooperative efforts with other departments such as CIS, English, and Education.**

**Travis A. Berger**

**Tufan & Mary Ellen joined the group momentarily and volunteered thoughts before moving to other groups**
Accounting and finance skills need to be emphasized and reinforced throughout the curriculum
- Place an emphasis on these skills during strategic management and/or other capstone courses
- Strategic management: possibly a co-taught course with one prof focused specifically on strategy and another prof focused on accounting/finance

- Highlighted the need for an emphasis on Healthcare (in addition to the degree we just passed, perhaps an emphasis in our courses on the impact of healthcare legislation on businesses)

- Highlighted the need for an emphasis on entrepreneurship
  - Entrepreneurship minor
  - Business center providing training and certification in basic business skills catered to the entrepreneur; perhaps modeled after the SBA’s SCORE program
  - Incorporate students into the training, delivery, operations, and marketing of the business center

- CIS: incorporate data analytics, SaaS, tech industry innovations; students need to be tech savvy

- Business Center
  - Hub for developing and nurturing community relationships important for internships, externships (shadowing programs), mentors, and experiential learning opportunities
  - Programming and certifications for business skills (areas requested by local entrepreneurs); or industry specific programs (an example is the courses offered and delivered to hair salons by Raylon)

<table>
<thead>
<tr>
<th>7. To maintain quality academic teaching through currency and research.</th>
<th>Kim</th>
<th>Yang</th>
</tr>
</thead>
<tbody>
<tr>
<td>- To maintain currency through study via continuing education, individual study, and research.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional comments from Matt Wertz:

The Research Issue:

To maintain quality academic teaching through currency and research
- To maintain currency through study via continuing education, individual study, and research

First, we thought that the word “currency” may be too misleading, so we would lie to opt for “cutting edge,” “prevalent,” or “extant.”

Second, we asked if these were standards for the faculty, or the students, and we were told, “both.”

Given these, we would like to make the following recommendations:

1. Currency in the workplace.
A. The Microsoft Office Specialist Certification as a Requirement for Graduation.

Background:

As we are well-established in the Information Age, and the *linga franca* of international business is the Microsoft Office suite, the Business Department recognizes the need to have our graduates with the requisite entry-level skill sets for employment. Without such skills, we are doing our students a disservice upon their entry into the job market.

Recommendation:

That Alvernia University’s Business Department should adopt into its curriculum the Microsoft Office Specialist Master (Traditional Office) as a condition of graduation for the Bachelor of Arts in Business. Above the basic MOS Master’s Certificate, the student will earn certifications in Outlook, Sharepoint, and PowerPoint. Students are encouraged to earn additional certificates as desired. By doing this, we offer our students a competitive advantage over other education institutions that do not offer the program. Such skills are in demand by

The hyperlink for the program is: https://www.microsoft.com/learning/en-us/mos-certification.aspx. The program is designed for the person who achieves these certificate to use them on their resumés.

Certiport is the authorized testing center for the exam, and they do NOT have an office in Reading, but we could possibly set on up on campus for the Reading area. Their hyperlink is: http://www.certiport.com. We defer to the university for further research in this area.

Several “boot camp” programs exist who can teach the software skills to standards. They can be found at: https://www.microsoft.com/learning/en-us/find-partner.aspx and typing in our ZIP Code; I found six when I did the research. The concept of using the MS “bootcamp” approach before freshman year starts should be discussed.

This certification program has applications University-wide. For instance, the English and Communications Department have a vested interested in using the benefits of the MSWord program as early as COMP101. Many other departments have a vested interest in MSExcel, just not the Business Department. The certifications in MSPowerPoint and MSOutlook speak for themselves. In the business climate in Washington, DC, MSSharepoint is quickly becoming the standard for document publishing, retrieval, and soft copy storage.

B. Project Management Certification.

Another area of interest in the business community is project management (PM). Both degrees (BA and graduate) focus in on PM, and we recommend that the University adopt a certification for all Business undergraduates, namely the Certified Associate in Project Management from the program Management Institute (www.projectmanagement.com). The University could sponsor the requisite training program either in-house, or though a PM provider (such as www.rmcproject.com). The testing is done at a Prometric (www.prometric.com) center, the closest one is in Conshohocken. The University should research degrees in Project Management at both the Undergraduate and Graduate levels.

This is another standardized test that can be taken in conjunction with the business program, and adds another comparative advantage to the Business Degree. Details of program implementation may best be left for further discussion than this paper. The biggest pro for this program is that it is currently in demand in the business world. The biggest con is that it will take
about 6-12 months of planning and possible funding to make happen. To facilitate the test, and for the MOS certifications, the University may want to look into establishing testing sites on-campus to support the local Reading area. RACC and Albright, let alone Kutztown University may have a supportable need as well that we can fulfill.

C. Guest Speakers/Guest Lecturers/Conferences/Symposia

The University should have a set schedule for guest speakers, possibly at a weekly or a monthly luncheon sponsored by the Business department and for the business department, but open to all. Students should be exposed to executives from the Reading Phillies to the local UPS center. Additionally, the University should host local and regional conferences. For instance, the local Chamber of Commerce should be invited to hold a meeting on campus, if they have not done so already. The reading Police Department should not host their regional meetings at local hotels, but at the University. Students in the Business Department should attend local meetings dealing with Reading Downtown Redevelopment, Chambers, etc., and see what the University can provide to solving their problems. Many local businesses are national and international businesses, from Cabela’s in Hamburg to UPS to the most local of them all — Stroehmann’s — for internships, case studies, etc. Executives can be drawn from that personnel pool as well. The Business Department should use the list of graduates on LinkedIn — and their network — and solicit their inputs for coming back to the University. The Business Department should have an internship coordinator, and solicit the alumni network for possible internships.

The University should host business-specific conferences and symposia to include the effect of shale fracking in Pennsylvania to the economic and environmental effects of chronic wasting disease in the whitetail deer population in the Mid-Atlantic states.