

**Fall Sales and Marketing Advisory Board Meeting
December 7, 2015**

Members:

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| Kalin Kresel | Little Caesars Regional Manager |
| Jennifer MacCarthy | UPS Store HR and GM |
| Jennifer Lynn Ekberg | Grand Forks Herald Advertising Sales |
| Henry Campos | Sure Foot Sales |
| Jake Kvasager | Owner/Operator RRV Rewards |

Old Business:

Discussion involved the launch of the new Distance Ed portion of the program and its potential for growth in the future. Consideration for having all classes available on-line, as well as through campus offerings, was provided.

Members estimated that the future was heavily weighted in favor of Distance Ed and its continued influence in the education of 'older than average' students who are working full-time. It was suggested that growth considerations continue in this area.

New Business:

Discussion involved the creation of a new Digital Marketing and Social Marketing Certificate and AAS degree. Need for this education was noted, and a lack of comfort in many current businesses in this arena was highlighted by personal experience of the Board members.

It appears many local/regional small business people have left their web based and social media marketing skills lag. While Board members acknowledged the need for activity in this area, many also noted that small business people tend to be wary of venturing into the arena for more than perfunctory messages. There is also a lack of currency and upkeep, if a web site or social media site is being utilized.

All members voiced support for both certificate and AAS degree, but did voice concern at the program additions being strictly delivered through distance. They had doubts that some of the more technical aspects of the actual Digital and Social classes could be understood, without the potential for some face-to-face explanation.

To keep with the ability to provide most, if not all aspects through on-line, it was suggested that providing a webinar option might be beneficial for some of the more intense Digital/Social aspects.

While most people have an active idea regarding Facebook, utilizing it as a business/marketing prospecting tool would need to be a bridge crossed. Also, some of the more technical aspects of Key Word, Search Engine Optimization, website screen design for proper effectiveness etc. might need more contact.

The overall consensus was to GO for it and to promote it.