

**Sales and Marketing Advisory Board**  
**November 22, 2016**

Kalin Kresel Lithia Ford Lincoln Quick Lube 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  
Kit Brenan SM&M Program Director

**Old Business:**

Discussion of the new Distance program and the growth potential. Enrollment numbers across Minnesota, and the Nation suggest further expansion at a rapid rate. Enrollment this semester in the SM&M program are soft, but include students who would not have attended on campus. If enrollment improves, it is considered advisable that the entire program be adapted to a distance format to accommodate those who are unable to attend a traditional campus setting, while keeping the campus format.

**New Business:**

Discussion regarding the lack of apparent interest in the Digital/Social Marketing Certificate and AAS. Concern in regards to the fiscal aspects and the possibility the program is 'unknown'. Questioning if the distance delivery method may be the problem? As was noted in the Fall of 2015, the technical aspects may not translate well into strictly on-line learning.

Members still agree there is a need for this kind of education curriculum, but wonder if it is being advertised well enough to allow for the general public to consider it as an option.

While it is a new program, it is thought that if it is promoted, it has a chance to succeed.