

Meeting: Sales, Marketing & Management Advisory Council - Fall 2019

Date: Monday, November 11, 2019

Time: 1:00 p.m. – 2:00 p.m.

Location: Blue Moose East Grand Forks, MN

Present: Kit Brenan, Stephanie LeDuc, Kalin Kresel, Jennifer Ekberg, Jen

Absent: Henry Campos

Topic	Discussion/Outcome
Introduction	Kit introduced everyone in the group. This was Stephanie's first meeting with the advisory council members. Discussed the backgrounds of advisory members, each member is an alum of the program and expressed their continued support of the program. Each member would also like to continue to participate as an advisory board member.
Program Enrollment	Discussed the enrollment challenges at Northland and in Higher Education overall. Kalin recruits from across the region for Lithia and expressed frustration over finding qualified candidates due to the current low unemployment rates, as well as the impact of low unemployment on enrollment. Jennifer Ekberg also discussed improving the connection to the program for online learners. Jennifer feels that although online students have an advisor they should also have guidance from the program for education and career information. Discussed the importance of Stephanie having informational meeting with campus advisors to discuss our program and creating an opportunity to provide information to prospective students.
Program Changes	<p>Discussed the program changes for Sales, Marketing and Management. We are requesting the program course be delivered on a multi-modal platform going forward to meet the needs of the students, the program, and the college. The advisory council members supported this change and appreciate the value this will add for program students seeking flexibility.</p> <p>Additionally, we discussed changes to the required courses and importance of adding Social Media Marketing as a required program course. The members agreed with this and Jennifer Ekberg discussed that she has returned to Northland to receive a second degree in Digital Marketing to meet the needs of her current position with the Grand Forks Herald. The advisory council agrees these changes are in-line with industry expectations.</p>

Meeting adjourned at 2:30 pm