

Name: Marketing & Management Advisory Committee
Date: November 14, 2024
Time: noon.
Location: Blue Moose
Members: Jake Kvasager, Brittany Rose, Henry Campos, Jennifer Eckberg, Kalin Kresel, Jodi Stauss

Topic	Responsible Party	Discussion/Outcome
Director's Report	Bobbie	Enrollment Update: <ul style="list-style-type: none"> Marketing & Management, AAS: <ul style="list-style-type: none"> Spring 2024 Enrollment: Campus: 11, Online: 17 Fall 2024 Enrollment: Campus: 12, Online: 29 Digital Marketing: <ul style="list-style-type: none"> AAS Program: The program is suspended starting Fall 2024; current students will be supported until completion. Certificate Enrollment: Remains unchanged from Spring 2024.
Program	Bobbie	Program Updates: Marketing & Management Marketing & Management Program Changes: <ul style="list-style-type: none"> Starting in Fall 2024, the Intro to Sociology requirement will be replaced with an MNTC (general) elective. This change increases MNTC elective credits from 3 to 6. ADMS 2236 Project Management has been added as a technical elective option.
Other		<ul style="list-style-type: none"> Business Programs Activities: Active participation in career expos and on-campus activities with local high school students are planned for spring. AI Integration: A recommendation was made to introduce a module or

		<p>course on AI to better equip students for technological advancements in the workforce.</p> <ul style="list-style-type: none"> • New Leadership: The new president, Shari Olson, has positively impacted employee morale and implemented significant changes to support the college's future growth. Enrollment has increased by nearly 10% compared to last year.
Action Items		<p>Collect the following data:</p> <ul style="list-style-type: none"> • Graduation rates for Marketing & Management (M&M) • Graduate employment rates in relevant careers • Retention rates • Update on marketing efforts for the program • Assessment of how we are preparing graduates with both soft and hard skills
Adjourned		<p>The next meeting will be scheduled in the spring of 2025.</p>