

Name: Marketing & Management Advisory Committee
Date: March 24, 2025
Time: 12:00 p.m.
Location: Blue Moose
Members: Bobbie Taylor, Jake Kvasager, Brittany Rose, Henry Campos, Jennifer Eckberg, Kalin Kresel, Jodi Stauss
Attendees: Bobbie Taylor, Jake Kvasager, Henry Campos, Jennifer Eckberg,

Topic	Responsible Party	Discussion/Outcome
Director's Report	Bobbie	<p>Enrollment Update:</p> <p>Marketing & Management, AAS (01 Major): Spring 2025 Enrollment: Campus – 11 students, Online – 29 students</p> <p>The program continues to demonstrate strong cost efficiency and profitability performance. Online enrollment remains robust, reflecting a positive growth trend.</p> <p>College-Wide Enrollment:</p> <ul style="list-style-type: none"> - Full-Year Equivalent (FYE): ↑ 8% - Full-Time Equivalent (FTE): ↑ 10%
Program Learner Outcomes	Bobbie	The committee reviewed and discussed the current program learner outcomes.
Follow up to the fall meeting. Action Items		<p>AI Curriculum Integration:</p> <p>Bobbie is participating in the 'Teaching with AI Workshop' to enhance AI literacy instruction. Students have access to CoPilot, an AI tool approved by MinnState.</p> <p>Bobbie is updating coursework to include AI applications in simulated business environments. Relevant courses include Supervisory Leadership, Customer Relations, and Business Communications. Planned activities will promote ethical</p>

		<p>AI use, including group projects and video assignments.</p> <p>Program Data Update:</p> <ul style="list-style-type: none"> - Graduate employment rate (2019–2023): 71% - First-term persistence rate (2024): 56% <p>Marketing Efforts:</p> <ul style="list-style-type: none"> - The business programs, including Marketing & Management, will be a primary focus in the college's upcoming marketing initiatives. <p>Assessment of Graduate Readiness:</p> <ul style="list-style-type: none"> - Employer surveys are used to evaluate graduate preparedness in both soft and technical skills. These are administered post-graduation and provide essential feedback for continuous improvement.
Other		<p>College Leadership:</p> <ul style="list-style-type: none"> - Finalists for the college presidency have been announced. Open forums for each candidate will take place over the next two weeks. - The Vice President is the only permanent member of the college's leadership team. All other administrative roles are interim, with several searches underway.
Adjourned		<p>The meeting was adjourned. The next advisory committee meeting will be scheduled for Fall 2025.</p>