

Marketing & Management Advisory Council Meeting Minutes

Date: Tuesday, November 18, 2025

Time: 12:00 p.m.

Location: Blue Moose (Upstairs)

Members: Henry Campos, Jennifer Eckberg, Brian Johnston, Jake Kvasager, Simon Murphy, Jodi Stauss, Bobbie Taylor

Attendees: Henry Campos, Jennifer Eckberg, Brian Johnston, Simon Murphy, Bobbie Taylor

Topic	Responsible Party	Discussion/Outcome
Welcome & Introductions		Attendees introduced themselves and shared their roles.
Director's Report	Bobbie	<p>Program Updates – Enrollment Summary</p> <ul style="list-style-type: none"> Marketing & Management (EGF): 24 <u>Marketing & Management (online): 31</u> Total enrollment: 55 Digital Marketing Certificate: 12 Digital Marketing (AAS): 1 Customer Service Certificate: 1 Supervisory Leadership (EGF): 12 Supervisory Leadership (online): 16 <u>Supervisory Leadership (TRF): 22</u> Total enrollment: 50 <p>Marketing & Management enrollment increased 34% from Fall 2024 to Fall 2025.</p>

		Overall, college enrollment increased by about 15%.
Curriculum	Bobbie	<p>Action Items</p> <ul style="list-style-type: none"> • Supervisory Leadership Certificate: Approved removal of the requirement that all courses must be completed with a grade of C or better. This change aligns the certificate with grade requirements used in Marketing & Management and Business degrees. • Marketing & Management, AAS: Approved the communication requirement of either CMST 1101 Introduction to Public Speaking or CMST 1103 Interpersonal Communication. • Review Curriculum: Workplace Trends, Skills Needed
Other		<ul style="list-style-type: none"> • Credit for Prior Learning (CPL): The college continues to see increased requests. CPL awards academic credit for college-level learning gained outside the classroom, including training, work experience, certifications, and exams. • Marvin Partnership: Marvin expressed interest in continuing to build partnerships. They offer internship opportunities, student recruitment, continuing education for current employees, and tuition assistance. They also requested opportunities to tour the campus and meet with students.
Adjourned		The next meeting will be scheduled in the spring of 2026.