

Marketing & Management Advisory Council Meeting Minutes

Date: March 4, 2026

Time: 12:00 p.m.

Location: Blue Moose

Attendees

- Chad Sperling
- Jennifer Eckberg
- Bobbie Taylor

Absent

- Simon Murphy
- Jodi Stauss
- Jake Kvasager
- Brian Johnston

Guest

Dr. Joseph Agbeko, Dean of Liberal Arts and Business

Welcome

Review of Fall 2025 Actions

The council reviewed actions from the Fall 2025 meeting.

The Supervisory Leadership Certificate change removing the requirement that all courses must be completed with a grade of C or better has been implemented.

The Marketing & Management AAS communication requirement was also updated to allow students to complete either course to meet the G1 Communication requirement:

- CMST 1101 – Introduction to Public Speaking
or
- CMST 1103 – Interpersonal Communication

Enrollment

Recent enrollment trends were reviewed.

- **Marketing & Management AAS** increased from 39 students in Spring 2025 to 46 students in Spring 2026 (18% increase).
- **Digital Marketing Certificate** increased from 11 to 12 students (9% increase).
- **Customer Service Certificate** increased from 3 to 19 students (533% increase).
- **Supervisory Leadership (EGF, Online, TRF)** increased from 32 students in Spring 2025 to 57 students in Spring 2026 (78% increase).

Factors Contributing to Enrollment Growth

Several factors were identified that may have contributed to the increase in enrollment.

Program updates to the Supervisory Leadership and Marketing & Management programs have improved program relevance. Communication with advisors and admissions staff has also increased awareness of certificate program options.

Additionally, the Marketing Department now oversees recruitment, enrollment, and admissions processes, which has reduced bottlenecks within the system. Recruitment efforts have expanded to Western North Dakota and Southern Minnesota.

The Marketing team emphasized building stronger relationships with prospective students and enhancing campus tours.

Industry & Workforce Discussion

Council members discussed the importance of developing strong communication skills among students. Concerns were raised regarding Interpersonal Communication and Public Speaking courses being offered online, as members felt students may miss opportunities for face-to-face interaction and fully develop verbal communication and presentation skills.

Jennifer Eckberg introduced a potential new program idea focused on property appraisal, noting that many professional appraisers are approaching retirement. The council discussed the possibility of developing an Appraisal degree program. Dr. Joseph Agbeko shared that he has also been exploring the possibility of developing a Real Estate degree. Additional research will be conducted to evaluate the feasibility of both program areas.

Council members also suggested incorporating more simulations and interactive learning activities into courses to strengthen students' development of:

- teamwork
- interpersonal communication
- conflict resolution

This is particularly important for students enrolled in online courses.

Adjourned

The meeting concluded following discussion of future program opportunities and workforce needs.