



OKLAHOMA CITY COMMUNITY COLLEGE
School of Business

Business Advisory Committee Meeting

April 27, 2011

Committee Members Present

Janet Altenhofen, Farmers Insurance Group	Carla Driskill, Accel Financial Staffing
Bud Belz, Auto Club of America	Pam Bennett, OK County Bar Association
Robert Pelley, FAA	Lorrie McKay, Coppermark Bank
Erika Lucas, OK Dept of Commerce	Sherry Briggs, CMT

Faculty Members Present

Anita Williams	Ron Summers	Kayla Fessler	Germain Pichop
Jenean Jones	Gyanendra Baral	Vijayan Ramachandran	Myra Decker
Tamala Zolicoffer	Michael Machiorlatti	Mathew Price	Lisa Adkins
Charles Wayne Myrick			

Anita Williams opened the meeting with a welcome greeting to all committee members and introduced Dr. J.R. Schwark, Dean, School of Business.

Dr. Schwark welcomed all visitors and requested that everyone present give their honest opinions and feedback to help us better our curriculum for the benefit of our students entering the job market. Dr. Schwark announced that the School of Business will have the largest number of the 1200 students graduating in May of this year from Oklahoma City Community College. Dr. Schwark praised the faculty for their professionalism and dedication and introduced Kristi Fields, Division Assistant.

Anita then gave an overview of the packet contents which included degree sheets for each of the Business degree curriculum patterns with courses highlighted that were the same in all programs. She reported that about 70% of our students are pursuing the AS Business degree which is the university parallel degree, but a focus of today's discussion would be on the AAS Business degree options which are technical/occupational to prepare students for the job market.

Advisory Committee Input and Discussion:

Topic: What can we do to prepare our graduates to succeed in your organization?

Pam Bennett, Oklahoma County Bar Association, expressed that technology is important. In the court system and many of the small attorney offices WordPerfect is still widely used and with OCCC moving to Microsoft 2010 in the fall she was concerned that students would not be prepared for many of the positions in her organization. Lisa Adkins explained the reason for the move to Microsoft 2010 was necessary due to the availability of incoming students not being able to purchase Microsoft 2007 for their personal computers. Ms. Bennett explained that legal offices are still using WordPerfect and it would help students if they had a tutorial in WordPerfect. Ms. Adkins, Coordinator, Administrative Office Technology, will research possible solutions for the Legal majors. She also made the committee aware that within her department the students can learn Word, Excel, and in Records Management, Access Database Applications. The committee discussed that PowerPoint is being used widely for presentations, and several faculty members reported on students using PowerPoint for presentations in classes.

Lorrie McKay, Coppermark Bank, would like to see us offer analyzing financial statements again. Anita reported the last few times that course was offered, the enrollment was very low, but we could try it again as a special topics course.

Carla Driskill, Accel Financial Staffing, said Microsoft Excel experience is very important in her organization. Dr. Germain Pichop, Chair of Business, announced that MS Excel will be replacing the TI-83 calculator in Business Statistics courses. Jenean Jones reported that Excel was used in Office/Accounting Spreadsheet Applications and all AAS Accounting and AAS Administrative Office Technology students are required to use it.

Bud Belz, Auto Club of America, asked about International Marketing, the lack of e-commerce courses, web-site design courses, and why ACCT 2123 students had no training on accounting software such as Peachtree, Quicken, or QuickBooks. Dr. Pichop suggested an AAS in Business with emphasis on E-commerce Marketing that would combine marketing courses from the business division with some Web Design course from the IT department. Mr. Belz replied that it would be very helpful. Everyone was made aware that Website Development is a computer programming course offered in our Division of Information Technology. Kayla Fessler, Coordinator of Accounting, commented that the absence of GL software such as Peachtree, Quicken, or QuickBooks, etc. in ACCT 2123 was because both ACCT 2113 and ACCT 2123 are transfer courses, and OCCC must cover the content required by the OSRHE articulation agreement. Computerized accounting is offered as a separate course for the AAS Business – Accounting option. A generic general ledger software package is currently being used in that course, but some commercial software packages could be incorporated if the committee deemed it beneficial for our students.

Topic: What kinds of employment opportunities are available for our graduates?

Ron Summers asked about job availability and salary. Pam Bennett said that they have employment opportunities for receptionists and runners with starting pay around \$10/hr. Carla Driskill stated that they have needs for accounting clerks and higher level accountants. An associate degree is required for some of the positions they place.

Topic: Is our curriculum pattern appropriate for jobs in your industry?

Erika Lucas, Oklahoma Department of Commerce, opened a discussion that students don't seem to be aware of the importance of Global Studies. Many of the faculty expressed that although they stress the importance of International Business courses to their students, the enrollment is usually low. Michael Machiorlatti, Professor of Economics stated that when students are preparing to transfer to a four year college, the International Studies courses that are offered are not transferable to the four-year universities, therefore, students do not enroll in them. Tamala Zolicoffer, Professor of Accounting, pointed out that most of the faculty have a global component in their courses, and Myra Decker pointed out that we do offer a Certificate of Mastery in International Business on page 78 of our Course Catalog. Ramachandran Vijayan and Germain Pichop discussed the rationale for the development of the International Business certificate, but confirmed that enrollment had been really low. Ms. Lucas stated that the DOC is creating jobs in Oklahoma that will require knowledge of International Business. Myra Decker, Professor of Accounting/Business asked if Intro to International Business would help students seeking an AAS Accounting Degree obtain a job. Ms. Lucas said that it could with over 130 major employers hiring over 200 employees and 500 international companies as well. Ms. Decker asked what kinds of things would be important in an international course. Ms. Lucas replied that understanding the overall economics and the global impact. Mathew Price, Professor of Economics, stated that the Public Speaking course requires international research. Anita Williams requested more information from Ms. Lucas that we could use in considering course additions or changes to better prepare our students.

Topic: Would an AAS/Business with an emphasis in Human Resources be a useful course?

Many people expressed that the demand for HR Management is down and would not probably be of any benefit to add an AAS/Business Human Resources.

Topic: Etiquette and Ethics

Sherry Briggs, Medical Transcription and Pam Bennett brought up that students need to be more aware of proper phone etiquette, personal appearance, and what acceptable and non-acceptable behavior in the workplace is. With the laws always changing, confidentiality is especially important in their organizations. In some cases the penalties can be substantial fines.

Topic: Open Discussion

Janet Altenhofen, Farmers Insurance, expressed the need for students to have good communication skills, (no text language), listening skills and professionalism. Lorrie McKay, Coppermark Bank, reported Facebook is banned from their employees while on the job.

Pam Bennett wanted to make us aware that there were not enough people to fill her jobs.

Robert Pelley, FAA thought that an Advanced Excel course for accounting majors would be helpful within his organization.

Internships for students were discussed. The Department of Commerce has internship opportunities for students at the associate degree level.

Anita Williams thanked all the attendees for their participation and requested that everyone send any information or questions.

Meeting Adjourned.