

# **Finance Advisory Committee Meeting March 29, 2006**

## **TIME AND PLACE OF MEETING**

The committee met in the Oklahoma Room at Oklahoma City Community College from 3:00 to 4:45 p.m. on March 29, 2006.

## **THOSE IN ATTENDANCE:**

Ms. Sharon Barton, McClain Bank; Ms. Trina Calhoun, Farmers Insurance; Ms. Angie Christopher, Oklahoma Farm Bureau Mutual Insurance; Mr. Joseph Czapla, Farmers Insurance; Ms. Denise Engle, Midlands Claim Administrators, Inc.; Ms. Leslie McKeever, Keller Williams; Ms. Melissa Turner, First Fidelity Bank; and college representatives from the Academic Division of Business – Ms. Lea Ann Hall, Business Division Assistant; Dr. Jim Schwark, Dean of Business; and Anita Williams, Professor of Business/Coordinator, Finance. Tyler Cox, OCCC Newswriting Student was a guest.

## **WELCOME AND INTRODUCTIONS**

Anita Williams welcomed the committee and thanked them for their time. She then introduced Dr. Jim Schwark who discussed the Role of the Advisory Committee.

## **OVERVIEW OF PRORAM AND CURRICULUM**

Anita asked the committee to review the **curriculum patterns for the AAS in Business/Finance – Banking and General Options, the Certificate of Mastery in Insurance, and the Certificate of Mastery in Banking and Finance**. She discussed how the certificates in these areas all apply to the AAS degree.

Anita also shared with the committee the **enrollment numbers** over the last three years in the BF, INS, and FIN course categories. She noted that while the FIN enrollment is up a little, the BF and INS enrollment is down. Trina Calhoun stated that she predicted a larger enrollment from Farmers employees for the Fall semester. Anita reported that a survey was sent to participating banks after the last committee meeting to determine if all of the banking courses listed in the course catalog are still needed or if they should be deleted. There were so few surveys returned, the information was not really reliable. Anita asked the bankers on the committee for their thoughts on deleting BF 1413 Deposit Operations, BF 2383 Bank Management, and BF 2213 Law and Banking II. She stated that the American Bankers Association no longer has instructional material and has deleted the Deposit Operations and Bank Management courses. Law and Banking II still has a textbook available from ABA, but the course never has enough enrollment to make since it is an elective. Although Consumer Lending, Commercial Lending, and Analyzing Financial Statements also are electives and struggle to get enrollment numbers, the committee decided to leave these in the curriculum for now.

Anita then directed the committee's attention to the **Outcome Assessment Plan** for all three programs and discussed the five-year plan proposed. She stated that numerous measures were used for assessing student outcomes and program outputs, including advisory committee

input, and that the plans changed as needed with a goal of seeing continuous improvement. She asked the committee to read through the plans to be familiar with them and welcomed their input and questions. Anita asked the committee if any other changes needed to be made to the programs reviewed and are the programs still meeting the needs of the employers. Angie Christopher stated that students who had come through the insurance certificate and AAS Business/Finance program were great candidates for employment from a recruiting view. Denise Engle stated that she thought students needed all this and more. Certifications and licensing are very important in the insurance industry. Since students can earn certification through some of the insurance courses, this is a plus for the program. The committee was encouraged to share any training assessment they use in their respective companies as a possible measurement in the certificate and diploma programs.

## **OLD BUSINESS**

Anita informed the committee that the Academic Division of Business had received a full ten year accreditation from the Association of Collegiate Business Schools and Programs (ACBSP) in June 2005. She thanked the committee for their input as some of the members played a key role in the site visit.

Lea Ann asked about the Customer Service course which was recommended at the last meeting. Anita reported that the course was offered two semesters, but only got two enrollments one term and four enrollments another term. The committee still felt like there was a need for this course. Sharon Barton stated there was definitely a need in the banking industry. Angie Christopher suggested maybe remarketing the course and Denise Engle suggested renaming the course. The committee then discussed course format – shorter, semester, and fast track. Leslie McKeever discussed her positive experiences with fast track. Anita will send out information to the committee for their review and recommendations as to renaming the course. It was decided to offer it again in the fall term and Joe Czapla is willing to teach it.

## **NEW BUSINESS/OTHER**

The committee then discussed the program future. Anita asked if there were any changes in the industry that would impact our programs. Sharon Barton stated that banking was now getting into the insurance business and Joe Czapla stated that insurance was getting into the banking business so we definitely see overlapping. Therefore, courses such as customer service would be viable for both markets.

Angie Christopher stated that they had participated in Career Fairs here and suggested that the students be advised that they should take those opportunities more seriously and be better prepared. Anita stated that she would pass that on to Employment Services who hosts the job fairs and to the business faculty.

Anita thanked the committee for their time and stated that she hoped they would feel like a partner with us and welcomed their input at any time.

The meeting adjourned at approximately 4:45 p.m.