

The meeting was called to order at 2:00 pm. A quorum of the voting members was present at the meeting.

#### In Attendance

Tom Siegmund, **Chair** (VAC), Sam Duncan (V), Olivia Reinauer (B), Diana Branton (B), Michael Mitchell (C), Debra Dart (N), Ivory Warren (N), Kevin Brady (C) Kellie Sorey (N), Jasmine Silvera (N), Beno Rubin, Linda S. Williams. Also, Debbie Porter, Cynthia Bird, Matthew Gorris and Kerry Rango

#### Information Items:

1. None

#### Action Items:

1. Nominations - Tom Siegmund was nominated to serve another term as Chair - he accepted.
2. Nominations are still open for Vice Chair and Recorder. Will address at the June meeting.
3. Reviewed Committee Charges and created sub-committees and an action plan. This will be re-addressed at the June meeting.

#### Presentations and Proposals:

1. Linda Williams proposed to modify CSC Small Business Management and the AAS Degree Management (Small Business and Entrepreneurship) **The Proposed changes were approved without debate.**
  - a) Remove MKT 160 – Marketing for Small Business and replace it with MKT 284 – Social Media Marketing.
  - b) MKT 160 no longer meets the needs of the entrepreneur who is likely to rely heavily on Social Media as their primary outlet for marketing and growing their business. MKT 284 will help students leverage the use of social networks and online communities such as blogs, wikis and virtual events to allow them to expand their interaction with customers and develop relationships with collaborative communities.
  - c) MKT 284 also emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online.
  - d) The Career Studies Certificate in Small Business is being revised to make this same change so making this revision to the A.A.S. Degree allows 100% of the credits from the CSC to stack into this degree.
2. Linda Williams proposed to modify Modifying the Career Studies Certificate: **The Proposed changes were approved without debate.**
  - a) Program Name Change. We are proposing that the title of the Career Studies Certificate be changed from Small Business Management to Entrepreneurship. The rationale for this name change includes:
    - b) Students who are seeking to launch a small business perceive this CSC as being beneficial to individuals who already have a small business and looking for instruction in how to operate it.
    - c) The program name change better reflects the purpose of the CSC as a tool for students exploring entrepreneurial opportunities.
    - d) The focus of the curriculum is on helping evaluate their readiness to start a small business and understanding what is required to be a successful entrepreneur.

- e) Program Description Change. Revisions are proposed to the Program Description to better reflect the entrepreneurial focus of the CSC. Although minor in nature, the revised Program Description focuses on the entrepreneurial nature of the program.

Curriculum Revisions:

- Semester 1: The only change in Semester 1 clarifies that ACC 220 – Accounting for Small Business is the preferred course for students in this program. However, to ensure stackability of the CSC, for student in this Plan Code ACC 220 is approved as a substitute for ACC 211- Principles of Accounting I. This allows a student who wants to move on to the A.A.S. to take ACC 212 - Principles of Accounting II.
- Semester 2: Faculty met and reviewed the courses and associated learning outcomes for the classes currently offered in Semester 2 of the CSC and concluded that in order to better prepare a student for success in an entrepreneurial venture that the following changes be made:
- Remove BUS265 Ethical Issues in Management and replace it with BUS 241 Business Law I. The rationale for this change is that ethics and ethical business practices are covered in BUS 100, BUS 116 and BUS 265. Topics covered in BUS 241 that are of particular importance to an entrepreneur include basic contract law, liability, employee law, Bailments and Torts. These topics are not covered elsewhere in the curriculum.
- Remove BUS297 Cooperative Education and replace it with FIN 107 Personal Finance. A student who moves on to the A.A.S. Small Business Management – Entrepreneurship degree will have the opportunity for either cooperative education or internship. However, the faculty agreed that with the CSC and its limited credit hours the student would gain an immediate benefit from FIN 107. A student who is anticipating launching a small business needs to understand their personal finances and acquire budgeting skills before they can successfully manage the finances of a small business.
- Remove MKT 160 – Marketing for Small Business and replace it with MKT 284 – Social Media Marketing. MKT 160 no longer meets the needs of the entrepreneur who is likely to rely heavily on Social Media as their primary outlet for marketing and growing their business. MKT 284 will help students leverage the use of social networks and online communities such as blogs, wikis and virtual events to allow them to expand their interaction with customers and develop relationships with collaborative communities. MKT 284 also emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online.

3. Cynthia Bird Propose to Modify CSC Accounting Technician. **The Proposed changes were approved without debate.**

- a) The Accounting Technician CSC program was originally a broad appeal certificate program available to students interested in Accounting. As a result, the program included courses required for Certified Public Accountants such as ACC 221 and 222 Intermediate Accounting, ACC 241 Auditing, and ACC 231 Cost Accounting. In Fall 2018 the Accounting department introduced a new Certificate: Accounting Specialist (202) which created a CPA track program ideally for students who come to TCC with an undergraduate degree in a Business discipline and who take upper-level Accounting courses needed to meet the education requirements of the CPA exam. Accountants with only a 2- year certificate in Accounting would not be qualified or licensed to perform audits or issue audit opinions. As a result, it is unnecessary to require these students to take some of the more difficult and challenging courses that are tested in the CPA exam such as Auditing, Intermediate Accounting, and Cost Accounting. This modification will redefine the career studies certificate program and program

description to create two separate tracks: 1) Traditional entry-level track, and 2) Accounting Information Systems with Data Analytics track.

- b) The Traditional entry-level track will be modified so that it aligns better with the job qualifications of an entry-level accountant. This track will prepare students to keep a basic set of accounting books and / or to qualify for entry-level positions in accounting, bookkeeping and tax.
- c) Students in the AIS with Data Analytics track will gain a working knowledge of information systems, controls, and data analytics to bridge the gap between information technology and accounting. The AIS with Data Analytics track is ideal for students looking for an introduction to accounting or changing careers but are not interested in a CPA track.
- d) Modifying the program to cater to the non-CPA track student may improve student success and give our college the competitive advantage it needs to gain market share and increase enrollment.

#### Changes & Comments

- Redesigned the program to create two separate tracks of study
  - Emphasis was placed on clerical accounting, bookkeeping and technology skills for traditional track
  - Removed courses required for CPA track such as ACC 221
  - Created an AIS DA option to address the accounting and technology gap
4. Matthew Gorris and Kerry Rango Propose discontinuance of CSC Theater Arts. **The Proposed changes were approved without debate.**
    - a) Creating a new degree specialization for the fall semester that would better align with Transfer Virginia and 4-year institutions. It will be an AS: General Studies with a specialization in Theatre Arts.
  5. Matthew Gorris and Kerry Rango Propose to add a Specialization in Theater Arts to the AS General Studies Degree. **The Proposed changes were approved without debate.**
    - a) The proposed Associate of Science (A.S.) degree program in General Studies with a specialization in Theatre Arts is designed for students who plan to transfer to a four-year college or university to pursue a Bachelor of Science (B.A.) degree in Theatre.
    - b) The A.S. in General Studies – Specialization: Theatre Arts is a flexible degree that prepares students for performance and technical positions such as actors, directors' assistants, communications and public relations representatives, set designers, shop technicians, and sound and lighting technicians. Graduates of this program will devealso Students will also develop strong oral and visual communication skills.
  6. Matthew Gorris and Kerry Rango Propose New Course: Add CST-136 Theatre/Musical Workshop. **The Proposed changes were approved without debate.**
    - a) New Course(s): Add CST-136 Theatre/Musical Workshop (can be repeated for credit). This course will align with Transfer Virginia in creating a path from high school to the community college and eventually a 4-year institution.

Meeting was adjourned at 3:15pm

The next meeting of the Committee will be June 17, 2020 and will be conducted via Zoom.

Tom Siegmund