



Business, Marketing, and Management

Advisory Committee

Spring 2023

Meeting Date: April 13, 2023
Time: 9:00am
Location: Virtual (via Zoom)

Agenda

- I. Welcome**
- II. Program Update**
 - a. Review Previous Meeting Minutes
 - b. Spring 2023 Enrollment
 - College up 12.4% since last spring
 - Business down 27 credit hours (-14.3%) since last spring
 - Marketing & Management up 54 credit hours (+34.6%) since last spring
 - c. Department Update
- III. Employer Feedback & Discussion**
 - a. Retailing Certificate Review
 - b. Bookkeeping Discussion
 - c. Secondary Pathways
 - d. Other
- IV. Open Discussion**
- V. Next Meeting Date:** Determine date