

**SCHOOL OF BUSINESS AND TECHNOLOGY DEPARTMENT MEETING**  
**Business and Accounting**  
**Breakout Meeting**  
**February 13, 2015 – Collier Campus E 217**  
**2:00 PM**

Present:

D. Hoffman, B. VanGlabek, D. McCabe, M. Engdahl, L. Bugger, J. Patterson, M. Goby, T. Rath, B. Marku, M. Zamniak, I. Guerrero

- T. Rath played the SoBT radio spot for all

The following items were discussed

- SoBT Community of Practice
  - D. Hoffman presented APA tutorial added to Community for instructors to share within their courses
- Master Courses
  - Any errors found to be sent to M. Goby for corrections
- Marketing
  - D. Hoffman suggested increased marketing of our BAS programs to AA/AS students
- Summer Semester
  - D. Hoffman announced Summer term (Full- 12 weeks, Mini- 6 weeks)
- Curriculum
  - D. Hoffman suggested a writing assignment or posting during midterm week to keep student continuously engaged and connected to the course
  - D. Hoffman proposed a consistently vigorous curriculum with research and writing with consistent APA citation expectations for all courses
  - There was discussion of using “Turn it in” for discussion board postings
  - D. Hoffman suggested requiring hyperlinks for sources to check for accuracy
  - D. Hoffman encouraged the use of “Crocodoc” for grading

- SoBT Branding
  - D. Hoffman discussed possibility of SoBT branding within CANVAS and the value of branding our courses for FLVC and outside marketing
- Recruiting
  - I. Guerrero gave an update on his efforts as the dedicated SoBT recruiter for admissions. He is among five traveling recruiters with Florida and the Northeast as his territory
  - T. Rath gave an update on upcoming SoBT in-house recruiting, which will begin with technical centers such as FMIT, Charlotte Technical and more.

The meeting was adjourned at 2:45 PM.