

## Business/Accounting Department Meeting

**ATTENDANCE:** Alisa Callahan, Miguel Rivera, Dolores Batiato, Tim Lucas, Jennifer Patterson, Whitney Walker, and Bill Van Glabek

**MEETING MINUTES:** Friday, February 9, 2024

1. SMAN Cohort Proposal – Fall 2024, Faculty discussed creating a situational analysis for this proposal. Alisa will develop this and send around for feedback and will present to administration.

### SWOT Analysis - Outline

- Weaknesses: Entire program on Saturdays means limited flexibility in course selection / attendance inflexibility, Unsure of enrollment
- Opportunities: can reach more students, especially working students, can transition AA/AS students to the BAS and keep them at FSW, value of collaboration interdisciplinary, Traffic is making it increasingly difficult to get to 6pm weekday classes, Partnerships with local businesses – wicked problems, Target employers who have tuition reimbursement, Hodges recent closure creates a void in local programming.
- Strengths: established program, value of a cohort, easier for scheduling
- Threats: have to rely on an uncertain/unproven marketing strategy to fill the seats, marketing would need to begin ASAP for a fall launch because students need to plan NOW if they're spending every Saturday in school for a year.

- Proposed cohort schedule prepared by Dr. Jenny Patterson:



BAS MAN Saturday  
Cohort.xlsx

Location for the cohort will be decided by administration. Faculty are indifferent as to Collier, Lee or Charlotte. Top employers in **Charlotte County** (Sunseekers not yet registered.)

1. School district – 2,407
2. County government – 1,306
3. Publix – 1,169
4. Fawcett Memorial Hospital - 857
5. Peace River Regional Medical Center - 835
6. Sheriff's Office - 639
7. Millennium Physician Group - 577
8. The Home Depot - 525
9. Charlotte Regional Medical Center - 499
10. BKD Twenty-One Management (nursing homes) – 463

Top employers in **Lee County**:

1. Lee Memorial – 12,784
2. School district – 12,434
3. Publix – 5,153
4. County Government – 2,782
5. FGCU – 1,927
6. Gartner – 1,811
7. City of Cape Coral – 1,721

- 8. Sheriff’s Office – 1,589
- 9. Home Depot – 1,384
- 10. Post Office – 1,368
- 11. FSW – 1,196

Source: FloridaCommerce, Bureau of Workforce Statistics and Economic Research, Data-Axle, Employer Database 2024. <https://floridajobs.org/wser-home/employer-database>

- Dr. McClinton: Why Charlotte vs. Lee?
  - Logistical issues are minor: ensuring a Campus Police presence or available access after 2 p.m. on Saturdays. HVAC can be easily reprogrammed.
  - FSW has already met with Sunseekers management and Peg Elmore a few times.
  - Tom Rath serves on Charlotte County’s Economic Development Partnership Board and has connections with Charlotte EDO and folks in Charlotte County Government to help with promotion and recruitment.
  - Pursue with AS degree program in conjunction or wait?
2. Textbooks. Faculty will review the textbook adoption spreadsheet sent by Mary Fullenkamp on Thursday, 2/2/24. Faculty will check with publishers if a new edition is forthcoming and whether a an update or a change is warranted.

Great news from McGraw-Hill: In the Fall there will be new content available across a few of the courses under your purview. However, only 1 course will need to move to a new edition with a new ISBN with its new Evergreen model for new content releases. Here’s what this means for you if you are using:

- a) McGraw Hill Connect®—you no longer need to move to a new edition or rebuild your course. Instead, the most relevant and up-to-date content, tools, and accessibility will be delivered directly to your existing Connect course on July 1.\*
- b) McGraw Hill eBook—content will be updated automatically on July 1.\*
- c) Print Textbook or Loose-Leaf—you would need to change to the 2024 release version to receive the updated print content. There would be a new ISBN for the Bookstore.

*\*Release notes are posted in Connect for each title (need to toggle to New Experience to see the tab).*

Here is a list of the courses in Business/Accounting that participate in Follett Access where **yellow** indicates a new edition for Fall 2024, while **green** indicates Evergreen:

Course #	Course Name	Source Text Title	Spring’24 Edition	Fall’24 Edition	Fall 2024 ISBN
ACG 2500	Government & Not-for-profit Accounting	Essentials of Accounting for Government and not-for-profit	14	15	9781265290160
MAN 3301	Human Resources Mgt.	Fundamentals of Human Resource Management	9	9	9781266051562
MAR 2644	Data Based Marketing	Essentials of Marketing Analytics	1	1	9781265163662
MAR 2011	Marketing	Marketing: The Core	9	9	9781265783907

GEB 1011	Introduction to Business	M:Business	7	7	9781266011818
MAN 2021	Management & Organization	M: Management	7	7	9781266666322

- Academic Technology Survey results from both faculty and students were discussed.
- RSI: [https://docs.google.com/presentation/d/1iH7AsYwuLOdyCC1J48iuu-00\\_ESVLI5\\_L1gn3bXCh0k/edit#slide=id.g2abce337b64\\_4\\_42](https://docs.google.com/presentation/d/1iH7AsYwuLOdyCC1J48iuu-00_ESVLI5_L1gn3bXCh0k/edit#slide=id.g2abce337b64_4_42)
- Reminder: classroom observations for the adjuncts need to be wrapping up. February 23 is their deadline for the adjunct portfolios on Canvas.
- How are you using AI in your courses? Sample AI course policy.

USE OF ARTIFICIAL INTELLIGENCE (AI): Embracing AI generative content responsibly can enhance your learning experience and contribute to your growth as a well-rounded scholar. The purpose of utilizing artificial intelligence as part of your learning process is to stimulate creativity, explore new perspectives, and encourage innovative thinking. Utilizing AI responsibly can be a valuable tool. However, it is crucial to maintain academic integrity and avoid any form of plagiarism.

The growing influence of AI generative content and its potential to aid your academic endeavors is welcome in this course IF you comply with my policy that follows.

**Acceptable Use of AI:** idea generation, assist with the learning process, tool for inspiration, help to clarify concepts or course learning resources, encourage critical thinking, stimulate creativity, explore new perspectives, and generate innovate thinking.

**Unacceptable Use of AI:** Copying and pasting AI generated content is strictly prohibited. All sources must be paraphrased into your own words and cited properly.

**Course Policy For Using AI:** When using any AI-generated content, it is your responsibility to verify the provided information is accurate, that you understand the concepts presented, to rephrase the generated content in your own words, and to properly cite the original source if you draw inspiration from specific AI-generated outputs. Any cited AI generated content must also include screenshots of the AI generated content on the APA reference page since that is the only way for me to view/verify the original source.

Please get in touch with me if you have any questions or need guidance on using AI generative content appropriately. Let's create a supportive and ethical learning environment together.

- Shared Governance Forum: There was no meeting in January due to the State of the College on January 26.