**Florida SouthWestern State College  
School of Business and Technology  
Business & Accounting Advisory Board Meeting Minutes  
(September 11, 2024)  
MINUTES**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Present** | **Absent** | **Excused** |
| **Administration & Staff** |  |  |  |
| Dr. Mary Myers, Dean | X |  |  |
| Jennifer Baker | X |  |  |
| Mary Fullenkamp | X |  |  |
| Caroline Siefert | X |  |  |
| Ella Pipes | X |  |  |
| Christopher Renda | X |  |  |
| Peter Ocsody | X |  |  |
| Geraldine Gallagher | X |  |  |
| Heather Chester | X |  |  |
| Kyle Hartman | X |  |  |
|  |  |  |  |
| **Boards Members** |  |  |  |
| Vivek Bhargava | X |  |  |
| John Wright | X |  |  |
| Mary Kohlasch | X |  |  |
| Kay Tracy | X |  |  |
| Anke Stugk | X |  |  |
| Jennifer Thayer | X |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Present** | **Absent** | **Excused** |
| **Board Members cont.** |  |  |  |
| Michael Koszewnik |  |  | X |
| Dave Newell |  | X |  |
| Danette Watson |  | X |  |
| Denise Vidal |  |  | X |
| Ramona Puch |  | X |  |
| John Gardner |  | X |  |
| Brian Granstra |  |  | X |
| Christine Maggiacomo |  | X |  |
| **Faculty** |  |  |  |
| Alisa Callahan | X |  |  |
| William Van Glabek |  |  | X |
| Miguel Rivera |  |  | X |
| Whitney Walker | X |  |  |
| Adam Davis | X |  |  |
| Matthew Hoffman | X |  |  |
| Jennifer Patterson |  |  | X |
| Dolores Batiato | X |  |  |
| Timothy Lucas | X |  |  |
| Alicia Law | X |  |  |

**Call to Order.** The meeting was called to order at 3PM.   
  
**Minutes.** Minutes of the last meeting were approved as submitted.

**New Business.**

**Introductions** – new faculty & staff; FSW’s Foundation office; Entrepreneurship Consultant (P. Ocsody)

* Lee Health Day at FSW (Lee campus, AA-117): September 30th

**New ENT** Program – Adam Davis & Peter Ocsody

* A focus on real-world problems. The program's success will be driven by data collected from the students, their backgrounds, personalities, goals, challenges, and decision-making processes.
* Current goal of receiving approval from SACS by the end of the year.
* **Attracting, Evaluating, and Deciding on Entrepreneurship Program** 
  + Three-phase process of attracting, evaluating, and deciding with an emphasis in marketing to prospective students through various channels, including social media, live events, and digital badges. The first-year experience includes creativity, ideation, and prototyping activities, as well as entry KPIs to track student progress. The program will have events at the end of each semester to assess the feasibility and viability of students' ideas.
* **Digital Badge Concept and Program Structure** 
  + Development of a digital badge concept for the innovation lab, aimed at providing experience. There is an importance of mentorship and coaching, and team/individual projects will be introduced in the second year. Davis & Ocsody stress the importance of tracking alumni careers and measuring the program's impact. Two new courses: "Developing and Managing Sales Funnels for Entrepreneurs" and a capstone course, both designed to prepare students for the final stages of the program.
* **Mini Workshops & Innovation Challenges** 
  + Davis & Ocsody emphasize the importance of fostering a sustainable environment and connecting students with local and regional companies. They mentioned ongoing efforts to secure funding for an interdisciplinary entrepreneurship program housed in the school of business.
  + They proposed a mentor and coach program for small business development, and the idea of incorporating fun elements into visible spaces to attract attention. Jennifer expressed interest in their work with FGCU and offered to share their design thinking expertise.
  + Ocsody shared his background as an entrepreneur and project manager, and his work with various organizations including Collaboratory and the Future Makers Coalition.
* **Enrollment Trends, Demographics, and New Programs** 
  + Jennifer Baker discussed enrollment trends, noting a downward trend in fall 2022 due to the pandemic and hurricane, but expressed optimism about the current program's upward trajectory. She presented demographic data and noted an increase in financial aid recipients.
  + She highlighted a 70% success rate for core classes, the importance of advising based on student demographics.
  + She also proposed organizing marketing months focused on different business disciplines, including events, speaker series, and career days, and requested volunteers or referrals for speakers.
  + New Programs: AS Supply Chain Management & CCC Logistics & Transportation.
  + All of SoBT’s Bachelor's programs received state commendations.

**Adjournment.** The meeting was adjourned at 4:30PM.  
  
Mary Fullenkamp, Coordinator