

Business/Accounting Department Meeting Minutes

ATTENDANCE:

Alisa Callahan, Miguel Rivera, Dolores Batiato, Alicia Law, Jennifer Patterson, Peter Ocsody, Dorothy Thompson, Bill Van Glabek, Adam Davis, Tim Lucas

MEETING MINUTES:

Friday, February 14, 2025

1. Our Program Learning Outcomes have been submitted to Curriculum Committee and will be an information item at an upcoming meeting:

Program Outcomes Google Sheet: https://docs.google.com/spreadsheets/d/1wQ_O-Lk96R-DJoGo2Z22tweyGM6EsO4A/edit?usp=sharing&ouid=110235647514704388129&rtpof=true&sd=true

2. Faculty need to update CLOs for our courses and update them if needed, particularly the General Education competencies.

3. Alisa will invite Mara Morrell from FSW to our next department meeting to explore what type of marketing materials we want for Business/Accounting. Here are some thoughts/suggestions:

- Print Materials – brochures, flyers, posters (high schools), postcards
- Digital Marketing - social media campaigns to share student testimonials, program highlights, and career outcomes, email newsletters with program updates, events, and success stories, website content with faculty bios, and search engine optimization. Also, create online quizzes like "Is a Career in Business Right for You?" to engage prospective students or offer virtual tours of K Building and our offerings.
- Video Content - student testimonials and program overview videos that highlight the curriculum, faculty, and facilities or day in the life videos that may show what it's like to be a student in our program.
- Content Marketing - blog posts by writing articles on topics like "Top Careers in Accounting" or "Why Study Business at FSW", share stories of successful alumni or innovative projects by students, or offer free resources like "How to Start a Career in Accounting" to attract prospective students.

4. Textbook time! Final selections due April 15. Faculty will use THIS spreadsheet:



2025-2026 Adoptions
- Business and Accour

Here is our current textbook adoptions since the above file uses Spring 2024 adoptions which may be inconsistent with our current adoptions:



FINAL - Bus.Acct
Adoptions for 2024-2

5. Tim Lucas wishes to update MAN 3046, Leadership & Team Development for Fall 2025 and accounting faculty wish to redevelop ACG 3024, Accounting for Non-accounting Majors. I will follow up with Mary Myers on these courses. Any other requests for course updates / course developments for AY' 2025-2026 will let Alisa know.

6. With unanimous consent, when available, Chris Renda (SOBT student advising) will attend our breakout meetings going forward.
 7. In the SOBT chairs meeting, creation of an APA Module to be housed in Canvas Commons was addressed. Dee Batiato and Alicia Law volunteered to be part of a committee plus Jane Charles & Ken Belcher. The idea is to then input the modules into certain courses to ensure the Business/Accounting have consistency in methodology & rigor that benefits our students and our programs.
 8. ACG 2021 is working fine with semester. No further modifications necessary.
 9. Staffing updates: Accounting faculty position - first round interviews have concluded and 2nd round interviews for 2 candidates are next week. The Entrepreneurship posting was modified to remove the MBA requirement so we're scheduling first round interviews imminently.
 10. AI Topics & Resources
 - New data shows 80% of students use at least one AI tool for course work at least 1X/week. (Source: Cengage, 2025). Cengage held a 2-day AI summit Wed. & Thurs. of this week.
 - Cool way to create podcast:
 - a) Use AI to create the text
 - b) Upload text to Google Notebook & then Notebook creates a podcast based on it.
- https://fsw.sharepoint.com/:u:/s/InstituteofInnovativeandEmergingTechnologies/Ean9vhZcRhFMgJGTi96OcykB7-ZwQm7u9sCJ_bO5WM1Xww