



Notice of Regularly Scheduled Meeting
September 6, 2016 - Tuesday
3:00 PM
TECC (HU 102)

Call to Order @ 3:01

Members Present:

Ms. Cheryl Aschenbach, Vice Chair
Ms. Roxanna Haynes
Ms. Susan Kelley -CSEA Alternate
Mr. Chad Lewis
Ms. Joesetta Mata
Ms. KC Mesloh
Ms. Susan G. Mouck
Ms. Christi Myers
Ms. Fran Oberg
Mr. Orlando Shannon
Ms. Alison Somerville, Articulation Officer, Chair

Members Absent:

ASB Representative
Mr. Buck Bauer
Mr. Cory McClellan
Ms. Toni Poulsen
Dr. Terri Armstrong Vice President of Academic Services/Athletic Director

Guests:

Ms. Cindy Howe
Mr. Kory Konkol

1. Agenda Approval (Lewis/Mata: MSCU)

2. Approve Meeting Minutes: August 30, 2016 meeting (Mata/Oberg: MSCU)
Information only: May 17, 2016 Approved Minutes

3. Action taken by Curriculum Subcommittee

A. BUS 75 Planning and Launching a New Business Venture

Approved change in textbook edition. Second edition no longer available.
~~Mariotti, Steve. *Entrepreneurship: Starting and Operating A Small Business*, 2nd edition), 2010, Upper Saddle River Pearson, Prentice Hall, ISBN: 9780132366007~~

Mariotti, Steve. *Entrepreneurship: Starting and Operating A Small Business*, (4th edition), 2016, Upper Saddle River Pearson, Prentice Hall, ISBN: 9780133934458

Effective: Fall 2016

4. Action

A. **BUS 50 Principals of Social Media Marketing (Tabled: Aschenbach/Mata: MSCU)**

Approve new course 3.0 units 51 hours lecture

Catalog Description

This course presents students with the principles of social media marketing. The emphasis will be on effective and affordable means of promoting a business using interactive Internet and mobile applications. The emphasis will be on relationship-building, public relations, event marketing as well as advertising tactics related to a marketing strategy.

Effective: Fall 2017

The course content topics are the same as the titles of the chapters in the book. The content cannot be book specific, needs to be more general so it can still be taught if the book is changed. Remove lower division transfer from new course proposal form. Suggested to make the Critical Thinking Assignment not so specific unless mention the assignment as an example. Update the online and hybrid statements.

B. **BUS 50 Principals of Social Media Marketing (Tabled: Aschenbach/Mata: MSCU)**

Approve adding course to the disciplines of Business and Marketing

Effective: Fall 2017

C. **BUS 50 Principals of Social Media Marketing(Tabled: Aschenbach/Mata: MSCU)**

Approve course for online delivery and add to course description

Effective: Fall 2017

D. **BUS 50 Principals of Social Media Marketing (Tabled: Aschenbach/Mata: MSCU)**

Approve course for hybrid delivery and add to course description

Effective: Fall 2017

E. **BUS 51 Introduction to Marketing (Tabled: Mouck/Mata: MSCU)**

Approve new course 3.0 units 51 hours lecture

Catalog Description

This course introduces students to the nature, role and significance of marketing concepts as well as application of marketing principles. This course will focus on conducting opportunity analysis, evaluating consumer behavior, conducting market research, and target marketing as a basis for developing marketing plans. Students will develop and assess marketing strategies to meet the needs of target markets as it applies on a business-to-business and business-to-consumer, using the “4 P’s”: product, promotion, price and place.

Effective: Fall 2017

The course content topics are the same as the titles of the chapters in the book.

The content cannot be book specific, needs to be more general so it can still be taught if the book is changed. Remove lower division transfer from new course proposal form. Suggested to make the Critical Thinking Assignment not so specific unless mention the assignment as an example. Update the online and hybrid statements. Make sure Dr. Taylor has reviewed the course outlines.

- F. BUS 51 Introduction to Marketing (Tabled: Mouck/Mata: MSCU)**
Approve adding course to the disciplines of Business and Marketing
Effective: Fall 2017
- G. BUS 51 Introduction to Marketing (Tabled: Mouck/Mata: MSCU)**
Approve course for online delivery and add to course description
Effective: Fall 2017
- H. BUS 51 Introduction to Marketing (Tabled: Mouck/Mata: MSCU)**
Approve course for hybrid delivery and add to course description
Effective: Fall 2017
- I. BUS 51 Introduction to Marketing (Tabled: Mouck/Mata: MSCU)**
Approve adding ENGL 105 and MATH 103 as recommended preparation.
Effective: Fall 2017
- J. Certificate of Accomplishment in Marketing (Tabled: Aschenbach/Haynes: MSCU)**
New Certificate of Accomplishment in Marketing
15.0 units
- | Course # | Course Title | Units |
|----------|--------------------------------------|-------|
| BUS 2 | Introduction to Business | 3.0 |
| BUS 25 | Small Business Management | 3.0 |
| BUS 27 | Business Communications | 3.0 |
| BUS 50 | Principals of Social Media Marketing | 3.0 |
| BUS 51 | Introduction to Marketing | 3.0 |

Student Learning Outcomes:

Upon completion of the Certificate of Accomplishment in Marketing the student will be able to:

1. Write, proof read and revise common business communications.
2. Identify proper types of messages, the purpose for writing, steps in the writing process, how to adapt to the audience and choosing the best delivery channel.
3. Recall the best practices for business communication while recognizing the importance of non-verbal cues, effective listening and workforce diversity.
4. Demonstrate effective oral communications skills.
5. Define common business terms, ideas, phrases and integrity as it applies to business stakeholders.
6. Demonstrate an understanding of contemporary business principles, practices and organizational structures.
7. Create a business plan for a new business venture.
8. Demonstrate the ability to develop a social media marketing strategy.

9. Determine the most cost effective means of promoting on a social media platform.
10. Understand how to segment the social media market.
11. Demonstrate an understanding of marketing to business and society with a social responsibility mind-set.
12. Identify and discuss key marketing concepts and tools necessary to help organizations satisfy customers' needs and develop and sustain a competitive advantage.
13. Carefully and thoroughly evaluate existing organizations' marketing strategies and be able to create a revised marketing plan.

Revise the student learning outcomes to 3 or 4 more general outcomes

- K. VN 53 Adult Nursing Theory (Oberg/Lewis: MSCU)**
 Approved adding VN 59 as a corequisite.
 Effective: Spring 2017
- L. VN 54 Clinical Lab II (Oberg/Lewis: MSCU)**
 Approved adding VN 59 as a corequisite.
 Effective: Spring 2017
- M. VN 55 Adult Nursing Theory III (Oberg/Lewis: MSCU)**
 Approved adding VN 59 as a prerequisite and VN 60 as a corequisite.
 Effective: Spring 2017
- N. VN 56 Clinical Lab III (Acept changes including content on the outline: Aschenbach/Mata: MSCU)**
 Approved change in catalog description, change clinical hours from 294 to 306, update course SLO's, course objectives, course content, assignments and expected outside assignments, update Text books and supplies
 Barbara Timby, *Introductory Medical Surgical Nursing*, 11th edition, 2013, Lippincott, Williams & Wilkins, ISBN: 978-1451177329
 Clayton, Stock and Cooper, *Basic Pharmacology for Nurses*, 16th Edition, Mosby Elsevier, 2012, ISBN 9780323086547
 Clayton, Stock and Cooper, *Basic Pharmacology for Nurses: Study Guide*, 16th Edition, Mosby Elsevier, 2012, ISBN: 9780323087001
 Kaplan. (2016). *NCLEX-PN Premier 2016 with 2 Practice Tests: Online Book DVD Mobile*. Kaplan Publishing.
 Burton, M. A., & Ludwig, L. J.; *Fundamentals of Nursing Care*, 2nd edition, 2015, Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0-8036-3974-4
 Burton, M. A., & Ludwig, L. J. (2015). *Fundamentals of Nursing Care Workbook*, 2nd editon, Philadelphia, PA: F.A. Davis Company. ISBN-13: 978-0803639751 ISBN-10: 0803639759
 Effective: Spring 2017
- O. VN 56 Clinical Lab III (Aschenbach/Mata: MSCU)**
 Approved adding VN 59 as a prerequisite and VN 60 as a corequisite.
 Effective: Spring 2017
- P. VN 57 Maternity Nursing (Aschenbach/Oberg: MSCU)**
 Approved adding VN 59 as a prerequisite and VN 60 as a corequisite.

Effective: Spring 2017

Q. VN 58 Pediatric Nursing (Aschenbach/Oberg: MSCU)

Approved adding VN 59 as a prerequisite and VN 60 as a corequisite.

Effective: Spring 2017

R. VN 59 Intravenous Therapy and Blood Withdrawal (Aschenbach/Oberg: MSCU)

Approved Adding VN 53 & VN 54 as corequisites

Effective: Spring 2017

S. VN 51 Nursing Fundamentals (Aschenbach/Oberg: MSCU)

Approved removing HO 80A as prerequisite requirement.

Effective: Spring 2017

Revised to remove from course not program AA/CA

5. Discussion

A. WT 52 Robotic Operations and Programing I

New course.

Catalog Description

This course is the first in a two part series in robotics. The course will provide a student with the skills to safely setup, program, and operate a robot using basic software functions.

B. WT 53 Robotic Welding Operations and Programing (Advanced)

New Course

Catalog Description

This course is the second in a two part series that expands on robotic programming. Emphasis will be on robotic welding and ArcTool operations and programming. The course will also demonstrate the proper use of fixturing to secure weldments.

Robotics is a growing industry and we would benefit by targeting the students now in the early stages of development. Kory will develop a certificate to include both courses. The 1st course is to teach the students to program the robot for use.

The 2nd course is to use the robot in welding. He will also get certified by FANUC, he will then be able to offer students certification in Robotics.

Prerequisite needs to be changes to WT 52 and WT 38. Hybrid needs to be addressed in the evaluation and delivery sections. Be aware of load or need for an adjunct to assist with teaching some classes.

C. Academic Accommodations

Math substitution course list-draft

AP 5140-draft

LCC course substitution course list-draft

Documents attached to minutes

The purpose is to come up with a specific process for DSPS students to receive

Academic Accommodations. Right now Level: 1 Special Accommodations is being

clearly met. Level II: Course Substitutions is unclear. We need to clarify what level of documentation is needed and by what professional. The feeling now is that the current courses offered as substitution for Math do not have enough critical thinking. Adding classes with lab will add more critical thinking. The courses crossed out on the list have Math 60 Intermediate Algebra as a prerequisite. Include BUS 1A & Math 40 to the list. Consider removing ANTH 1 since it does not have a lab. It was suggested that we include training on disability for the committee members. Need to define what "to late" means when referring to requests submitted at the end of a semester. A committee member asked to bring current plan to the next meeting to compare what changes need to be made.

6. Future Dates

Curriculum/Academic Standards Meeting 2016-2017 Schedule for First and Third Tuesdays at 3:00 PM in HU 102 (TECC)

Note: Additional meetings may be scheduled as needed.

Fall	Spring
Sept 20 th	Jan 17 th & 31 st
Oct 4 th & 18 th	Feb 21 st
Nov 1 st & 15 th	March 7 th & 21 st
Dec 6 th	April 4 th & 18 th
	May 2 nd & 16 th

7. Information

Cheryl Aschenbach will do an orientation on Committee's charge
See attached PowerPoint presentation

Reminder: The following instructional programs are due. Curriculum Review (course outlines) should be done early in the process.

Instructional Program Reviews Due

Agriculture – May 2014
Human Services-Sept 2015
Gunsmithing-Sept 2015
Administration of Justice-Sept 2016
Agriculture-Sept 2016
Automotive Technology-Sept 2016
Business-Sept 2016
Child Development-Sept 2016
Digital Graphic Design-Sept 2016
Fine Arts- Sept 2016
Humanities-Sept 2016

Any Person Having Business Not on the Agenda

Adjournment @ 4:34 Mata/Haynes

Future Agenda