

CENTRAL TEXAS COLLEGE
Business Administration and Paralegal Department
(254) 526-1248

M E M O R A N D U M

Date: December 17, 2008

Subject: Minutes of the Business and Real Estate Program Advisory Committee Meeting

1. **Meeting Date/Location:** 12/17/08, 10:00 AM – 11:00 AM, CTC Campus, Bldg 152, Room 112
2. **Members Present:**
Mr. Howard Henslee, Vice President of Sales, Coldwell Banker Real Estate, Chairman
Mr. Marcus Carr, Director, Central Texas Business Resource Center
3. **Members Absent:**
Ms. Kasey Morrarty, Owner, Casa Blanca Travel
Mr. Tommy Schroeder, Owner, Mickey's Convenience Food Stores
Mr. Horace Grace, Owner, Lawn Barber
Mr. Bob Macon, Owner, Century 21, Macon
Mr. David Gifford, Owner, Allstate Insurance Agency
Ms. Fannie Flood-Lewis, Owner, Flood Real Estate and Income Tax Service
Mr. Richard Burke, Owner, Burke & Hunt Enterprises
Mr. Levi Balfour, Owner, Balfour Menswear
Mr. Tim Stroud, Owner, Killeen.com
4. **Meeting Synopsis** (Agenda at Enclosure 1)
 - a. SIFE (Enclosures 2, 3 & 4): Student President, Leslie Gay gave a report on the CTC Students in Free Enterprise (SIFE) team's accomplishments in the 2007-2008 school year and 2008-2009 year to date. The 2007-2008 CTC SIFE team won Regional Champion Honors and \$3,500 at the Dallas Regional Competition in March, 2008, for the 12th consecutive year. The team competed in the SIFE National Exposition in Chicago, IL in May 2008, winning \$1,000 as 1st runner-up in the CVS League 24 in the two-year college division.

As a result of their competition earnings and money raised through their candy business, CTC SIFE teams have contributed \$26,500 to the CTC Foundation for SIFE scholarships since 1996.

Ms. Gay briefly discussed major projects ongoing this school year: Mystery Shopper Program, Environmental Sustainability Project, and Fundraisers: candy sales - \$750, and grant receipts totaling \$4,000. The SIFE team replaced all fixtures and installed energy-saver bulbs in Schlotszkies Deli and will compare future energy costs with past costs to determine savings. Mr. Henslee

volunteered to help find homeowners to participate in this project.

b. Enrollments and Distance Education Update (Enclosures 4 & 5)—Dr. Frith

- 1) Online enrollments for 2007-2008 decreased 15% over 2006-2007 and lecture enrollments are down 17%. We believe most of the loss in lecture and online enrollments results from soldier deployment.
- 2) CTC ranks fifth among degree-granting institutions nationwide in online enrollments.
- 3) We are adding BUSG 1371 Entrepreneurship and Business Plan Development to our online offering Spring 09.

c. Discussion of Current Degree and Certificate Program (Enclosure 6)

- 1) Dr. Frith discussed changes to the Business Administration degree program from 71 SCH AA to 60 SCH AS to meet new THECB guidelines of 60 SCH associate degrees, and to better fit the requirements of Tarleton Central Texas. Math 1325 Business Calculus and the two language courses were deleted.
- 2) Attendees had no comments on degree/certificate programs.

d. Other—Dr. Frith

- (1) Because publishers have been changing text editions every two years or less, which is disruptive to the curriculum, the Business Department is insisting on custom texts that can be used at least three years. We are also pressing publishers to decrease cost via paperback with no color, etc. A recent example of cost-saving is changing from separate texts for the two accounting courses to one text for both. This will reduce the cost for students from \$249 to \$104.
- (2) We also included a one-page SIFE recruiting poster in the front of all six custom texts.

e. Plans for the future

Dr. Frith stated he and the business/real estate faculty will continue to review and adjust programs as needed and will continue to exploit technology and grow the online and lecture programs.

g. The meeting adjourned at 10:45am..

Howard Henslee
Committee Chairman

John Frith, D.B.A.
Department Chairman

ENCLOSURES