Meeting Minutes – Department of Applied Arts and Sciences

October 20, 2014

Members Present: Brent Donham, Grady Blount, Misty Lair, Theresa Sadler, Tina Lancaster, Annette Taggart.

1. Our degree guide on the web site needs updating. Misty and Tina will take care of this.
2. In an effort to develop a strategic plan for growth and fund raising for our department, Dr. Donham asked us to perform a SWOT analysis. He will compile the results and email them.
3. Discussion of what areas we need money for: Recruiting, Online Advising, Dynamic Web Presence.
4. Discussion of information Dr. Donham has gathered concerning other programs that offer BAAS degrees. TAMUC is number 4 as far as enrollment, with UNT being the largest with over 1000 majors. Further we discussed the information on the top 4 degree programs; none of them offer a similar program as ours with UNT offering 2 tracks, Lamar offering a more ‘BGS-like’ program, and TAMU-SA offering different tracks. Tarlton offers a BAAS in multiple departments.
5. One thing we need to be looking at are the area community colleges and the highest numbers of degrees that feed the TAMUC BAAS.
6. Discussion of the focus groups:
   1. Recent grads; bring in 10-15 recent (1-3 year) graduates for a Face-to-Face focus group and have them brainstorm how the degree helped/hurt/made a difference. Then send that survey to a larger number of recent graduates
   2. Discussion ensued of how we select the recent graduates particularly for the focus group on campus.
7. Industry Focus Group: We want them to answer ‘what skills do your employees need to be promoted’ and to focus on supervisors that will be promoting from technical skilled jobs.