

TO: Judith Gay
Todd Jones

FROM: Donald Generals
President

DATE: February 15, 2019

SUBJECT: Institution-Wide Committee Decisions

I have received the minutes of the January 28, 2019 Institution-Wide Committee meeting, and have reviewed and approved the recommendations as follows:

- 1) Approved the revisions to the Facility Management Program as follows:
 - a. Consolidating the two Facility Management options into one program with two concentrations.
 - b. Shifting the course sequencing.
 - c. Credits for the Construction concentration will be 60 while credits for the Design concentration will be 62.
 - d. Minor changes to the program learning outcomes.
- 2) Approved the proposal for the Fashion Merchandising and Marketing Program as follows:
 - a. The Associate of Applied Science (A.A.S) in Fashion Merchandising & Marketing features an integrated, career-focused curriculum. Through a focused approach and a number of professional courses, students gain the knowledge and skills necessary to pursue career opportunities in Fashion Retail and Fashion Marketing in such categories as Fashion Apparel/Accessories, Home/Garden, and Gifts.
 - b. Students will have the opportunity to gain professional experience through the FMM Retail operation as well as by participating in community projects in various shopping zones. Students will graduate with the equivalent of 1-2 years of retail experience. Students will also be prepared to transfer to local bachelor completion programs.

- c. This program consists of courses that help to prepare students for National Retail Federation certifications in Customer Service and Sales, Advanced Customer Service and Sales, and Retail Industry Fundamentals.
- 3) Approved the proposal for the Tourism and Hospitality Management Program as follows:
 - a. This new AA program replaces the existing AAS in Hospitality Management.
 - b. This new AA program is titled Tourism and Hospitality Management to reflect the broader scope of the hospitality industry within tourism.
 - c. This new program includes four new courses and six course revisions. Course designations and numbers have also changed to emphasize the program's distinction from the existing Culinary Arts program.
- 4) Approved the proposal for a Survey Policy as follows:
 - a. Policy Statement - All surveys of College students, employees, or alumni, except surveys identified as recommended or exempt, must be reviewed and approved by the Office of Institutional Research before being conducted.
 - b. The purpose of the policy is to:
 - Ensure integrity of survey design, administration, analysis, and communication
 - Ensure best practices in survey use to benefit the College, survey users and respondents.
 - Minimize duplication of effort.
 - Decrease competition for respondents.
 - Minimize survey fatigue of respondents.
 - Improve survey results.
 - Ensure quality of data collected.

Please convey my appreciation to the members of the Institution-Wide Committee for their work on behalf of the College.

c: Jacob Eapen
John Jones
Natalie Price