



Office of Instruction

Wednesday, January 29, 2020 at 9:00 a.m.

Laura Lee Room, Lincoln Hall

Present: Dave Kietzmann, Terri Cummings, McKenna Allison, Bob Mattson, Maggie Hoover, Karla Coon, Kathy Sturgeon, Carol Nichols, Mark Barnes, Dr. Penny McConnell, Janet Ingargiola, Stacy Ehmen, Carla Boyd, Timothy Morgan, and Rebecca Doss

Introduction of new Members and Guests: N/A

Dave Kietzmann welcomed and thanked everyone for attending.

Office of Instruction Information and Announcements

Dave Kietzmann shared the following documents and provided overviews:

- 2020 Office of Instruction Meeting Dates
- 2020-2021 Dates and Deadlines draft
- Email from ICCB with registration information for Friday, April 17, 2020 Exploring OER: Access, Adoption & Application conference.
- Email from ICCB with information for February 11 – 13, 2020 ILCCO's Growing Online Learning Conference registration information.
- Exhibit eSports Management, A.S. flyer received from Dr. Stephen Nacco (Dave Kietzmann asked the Deans to review the handout and provide feedback.)

Dave Kietzmann thanked the Dual Credit Committee for their hard work and input.

Important Dates Announced

- February 4, 2020 Academic Challenge 9 a.m. – 2 p.m.
- February 5, 2020 Eagle Day 9 a.m. and 12:30 p.m.
- February 7, 2020 Student Services Closed for Strategic Matrix Planning Retreat 12 p.m. – 5:00 p.m.
- February 14, 2020 IAI Reviews due to Stephane Potts
- February 21, 2020 Health Professions and Engineering Day
- February 25, 2020 High School Articulation Meeting 8:30 a.m – 2:00 p.m.

New Course / Program Development Proposals and Revisions

Dean Terri Cummings requested the approval to move forward with revisions to the following courses:

- Course Name Change
 - BOFF 270 Change from Social Media Analytics to Marketing Analytics
- Courses to Add Lab Hours to:
 - BOFF 255: Digital Presentations - 1 lab hour
 - BMGT 201: Digital Promotion Strategy - 2 lab hour
 - BOFF 275: Social Media Management - 1 lab hour
 - BOFF 270: Market Analytics - 1 lab hour
 - BMGT 118: Professional Selling – 1 lab hour
- Credit Hours to Change:
 - MBGT: 244: Digital Marketing - From 2 credit hours to 3 credit hours (with lab)
 - BMGT: 213: Principals of Advertising – From 3 credit hours to 4 credit hours

A discussion ensued regarding the above revisions. Dean Cummings noted that the revisions should not effect the programs total hours and provided an explanation for the lab hour additions. After discussion, the request to move forward with the revisions was approved.

Dean Terri Cummings presented the following six New Course Development proposals:

- **GRPH 201: 2D Animation**

This is a traditional, 3-credit hour, non-transfer course. In this course, students will use animation software applications like Adobe Animate and Adobe Character Animator to create non-code based 2D animations and interactive content. Students complete real-world projects to build a working knowledge of 2D animation concepts: timing, keyframes, file optimization, sound, and publishing to the web and mobile devices.

- **GRPH 202: 2D Video Game Design**

This is a traditional, 3-credit hour, non-transfer course. In this course, students will use game engines like Stencyl and Construct 2 to learn basic non-code-based 2D game design strategies. Students also use graphics software like Adobe Photoshop and Illustrator to create original game assets and tilesets. Students will design and test original games to understand interaction, game logic, non-digital concepts, game structure, and game rules. Students will also discuss the game design industry and career of a game designer.

- **BMGT 202: Digital Story Telling & Content Creation**

This is a traditional, 3-credit hour/2-lab, non-transfer course. This course examines the current trends of digital storytelling with the journalism, communication, marketing and social media fields. Students will study the narrative components and design elements required to create effective digital content. The course will center on valuable storytelling techniques and tools required to create engaging visual stories. Focusing on best practices of the industry, students will evaluate the effectiveness of select branded content. Using a variety of tools and platforms, students will strengthen their personal design skills by creating a variety of digital storytelling projects and content samples.

- **BMGT 215: Consumer Behavior**

This is a traditional, 3-credit hour, non-transfer course. This course introduces students to the basic behavioral models of consumer behavior. Students will explore the consumer decision making process, including how consumers process information, develop preferences and make choices. Student will study how consumer behavior effects the consumer as well as the marketplace. Industry tools designed to study consumer behavior and aid business decisions will be introduced. The power social, cultural, environmental and personal influences have on consumers will be evaluated. Students should leave the course with a deeper understanding of impact of consumer behavior on the marketplace as well as their own behavior as a consumer.

- **DRAF 170: Geometric Dimensioning & Tolerancing**

This is a traditional, 3-credit hour, non-transfer course. This course provides the basic elements required to define and supply industry accepted design specifications. The curriculum covers ASME Y14.5 and associated standards, datum selection, benefits of bonus tolerance, manufacturing and inspection implications when using GD&T. Students will learn the rules, symbolic language and concepts used to define part dimensions and tolerances.

- **DRAF 180: Metrology – Quality Inspection**

This is a traditional, 3-credit hour, non-transfer course. Initial course in the science of precision measurement techniques. Introduction to methodology behind measurement principles and tools used in the measurement process. Emphasis on laboratory skills in dimensional measurement using micrometers, calipers, and gauge blocks. Application of geometric tolerancing and data analysis. Introduction to applications of measurement including the Coordinate Measuring Machine (CMM), roundness measurement and surface finish measurement.

Dean Cummings requested the approval to move forward with the New Course Development Proposals listed above and a discussion ensued. Dean Kathy Sturgeon asked if the Consumer Behavior course would replace the Customer Service course that exists. Dean Cummings stated that the new course does not replace the Customer Service course and that the two courses focus on different aspects. Dean Penny McConnell stated that she believes the Digital Story Telling and Content Creation somewhat conflicts with a Liberal Arts course. Dean Cummings will ask Instructor Slavick to contact Instructor Jarmar to discuss the possible similarities. After discussion, the request to move forward with the development of the courses listed above was approved.

Dean Kathy Sturgeon asked for approval to move forward on developing an online hybrid course of the existing MATH 119: Mathematics for Elementary Education II. A discussion ensued regarding this request. Stephanie Potts stated that

adding an online hybrid section would help many students at this time. After discussion, the request to move forward with developing an online hybrid course for MATH 119: Mathematics for Elementary Education II was approved.

Department Reports

Liberal Arts Division: Dean Penny McConnell provided information regarding the Open Athens webinar that she attended. She stated that in terms of assessment, this program would assist with retrieving assessment information for students without violating student confidentiality. She noted that the consortium that DACC participates with will pay the first 3-years of the membership for the Open Athens tool.

Math/Science and Health Professions Division: Dean Kathy Sturgeon is currently working on building the Summer and Fall schedules as well as improving the schedules. She thanked Timothy Morgan for his assistance. She stated that Kylie Dryer was a radio host this week to market the Fitness and Personal Training courses. She announced that Eagle Day is scheduled for February 5, 2020 and that they are anticipating an attendance of approximately six hundred 3rd and 4th grade students. The Academic Challenge is scheduled for February 4, 2020 in the Mary Miller Gymnasium and that this is the first year that a team from Shilo is participating. Dean Sturgeon stated that plans are under way for the Health Professions and Engineering Day event with an attendance expectation of at least 120 students. She is looking for an Engineering Workshop presenter and asked for recommendations. Dean Sturgeon shared the Course Enrollment for BIOL 100-102 handout and shared the idea of inactivating one of the courses. She asked for everyone to review the handout and she will ask for comments regarding the suggestion at the next Office of Instruction meeting. She reported that she needs to find a gym space for one of the classes during maintenance to the gym this spring. She plans to contact Meade Park and asked for suggestions of other locations.

Danville Correctional Center: McKenna Allison reported that the Department of Corrections Automotive program started this week.

Hoopeston Higher Learning Center: Karla Coon reported that CNA classes started January 28, 2020 with 7 students and that the GED classes start next week. She shared information from her meeting with Emily Brown at Hoopeston High School. One item discussed during the meeting was that high school students, whether they take Dual Enrollment classes or not, do not know what is required of them as a college student. A suggestion was made to offer a College Prep class for students to that include college basics, student responsibilities, tips, etc. A block of time has been saved for the end of the spring semester by Hoopeston High School to offer a College Prep or College 101 class. Karla Coon stated that this is a great opportunity for DACC and asked for ideas and assistance with fulfilling this request.

Student Services: Stacy Ehmen reported that a retreat is scheduled for February 7, 2020 from 12:00 p.m. to 5:00 p.m. for Student Services to work on the Strategic Matrix Plan for FY 2021-2023. She stressed that marijuana is not legal on campus and will send out a notification to all students explaining the difference between Federal and State law. A discussion ensued regarding the marijuana issues. It was noted that reasonable suspicion requires two or more behaviors and cannot be based on smell alone.

Admissions/Registration: Timothy Morgan announced that High School Articulation is scheduled for February 25, 2020. He reported that the Admissions/Registration department continues to enroll College Express students and DOC students. He shared his concern regarding Freshman and Sophomore high school students/parents requesting to register for Dual Enrollment classes. ICCB rules state that Freshmen and Sophomores are not eligible for funding for Dual Credit classes. Timothy Morgan recommended that we do not allow Freshman and Sophomore students to register for Dual Credit Classes because currently there is no state reimbursement for Freshman and Sophomore students.

Advising and Counseling: Stephane Potts reported that advisors are working on updating the curriculum guides. She reminded the Deans that IAI reviews are due to her on February 14, 2020. She provided an update regarding the new computer lab for students in the Advising and Counseling department. This lab will be used for students taking online orientation, using student planner or other school related needs.

Computer and Network Services: Mark Barnes provided updates regarding the Mobile App, Google Email, SharePoint, Open Athens, Channel 5, eSports and WiFi. He will start working on the Tech Bond for 2021 and asked for input of what is needed. The Tech Bond will be for \$1 million dollars and used for adding or updating technology. It will not be used for maintenance purposes. He announced that on Saturday, January 25, 2020, two DACC students commented the

DACC home basketball game on Channel 5. The students did a wonderful job. He reported that Bremer Theatre has new LED lighting and lighting board. It is the same lighting system that is at the Fischer Theatre.

Diversity Office: Carla Boyd is working on several student activities for Black History Month. She is scheduling entertainment for the NJCAA Tournament. Carla Boyd stated that she will provide a Mind Set and Hidden Rules training for the Dwelling Place on Friday, January 31, 2020.

Financial Aid Department: Janet Ingargiola is working on the 2021 set-ups for Financial Aid. She reported that notices will start to go out to students who stated that they want to work on campus with instructions on their next steps. She provided an update regarding the financial aid audit. She announced the purchase of a Financial Literacy program and hopes to have it available for use for Summer semester. The plan is to have all students who have applied for financial aid to participate in the Financial Literacy sessions. The goal is for students to participate in Financial Literacy sessions before they borrow money. This Financial Literacy program covers information for student loans, home loans, budgeting, and many more subjects with regards to finance and will be available to current students and DACC graduates as long as DACC continues to license the program. Janet Ingargiola reported that 18 Financial Aid appeals have been received at this time and they are conducting a review on the appeals. A discussion ensued regarding the appeals process and it was noted that the appeals process can delay a student's education for almost a year sometimes. Janet Ingargiola started a conversation regarding the College Catalog with regards to prerequisite versus recommended classes. She stated that recommended classes are not covered by financial aid because they are not considered necessary for a program or class. She asked if there was wording that could be used for classes that are needed to help students be successful other than "recommended" and a discussion ensued.

Institutional Effectiveness: Bob Mattson shared the Graduate Follow-up Surveys and provided an overview. He noted that it had an 18% response rate. He shared the Fall End of Term report and provided an overview. He announced that he had the Student Evaluation results ready for the Deans and stated that Thomas Carey created a summary report for each division. Faculty will receive Student Evaluation results next week.

Online Learning: Maggie Hoover reported that she is very pleased with the faculty attendance for the Blackboard sessions during Spring In-service and that SharePoint phase one is almost complete and phase two should start soon.

SBDC: Carol Nichols stated that the SBDC will host a workshop regarding the Legalization of Cannabis. She is working with several businesses on grant preparation.

VVEDS: Nick Chatterton shared College Express FY20 Spring Enrollment Definites and provided an overview. He noted that enrollment for College Express is down 20% and noted that some of it is due to transitional math and dual credit offered at the high schools. A conversation ensued regarding dual credit being taught at high schools versus on campus at DACC. Many shared the concern that students and parents do not realize that dual credit classes taught at the high school are provided by DACC which started a conversation regarding marketing. Nick Chatterton suggested an idea to start counseling middle school students to help them set and reach an educational goal. He stated that he will be out of the office quite a bit over the next few weeks to work with districts on grant assessments. The deadline for the Grant Assessments is April 1, 2020. If there are any student issues while he is out, contact Kelley Cervantes.

The meeting adjourned 10:30 a.m.

Minutes recorded by Rebecca Doss