

The
School
of
Business
Newsletter

*For Faculty, Staff and
Students*

February 2012



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Salt Lake
Community
College



Step Ahead.

THE BIZ BUZZ

Issue 5

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March Newsletter deadline for submissions
February 24th

Send your story ideas to the newsletter staff:
Giuseppe Huaman ghuaman@mymail.slcc.edu
Barbie Willett barbie.willett@slcc.edu

SLCC School of Business Receives ACBSP

Best Practices Commendation

This past September we submitted our semi-annual Quality Assurance report to ACBSP. In this report we provided data showing levels of performance in several key indicators. The preparation of the report was a collaborative effort involving many individuals in the School of Business. The report was submitted on September 27. A 3-member panel evaluated our report and, in late November, we received the results of that evaluation.

I am pleased to let you know that we received highly favorable feedback from the review team. Regarding our QA report, the evaluating team wrote: "Salt Lake Community College is to be commended on the thoroughness of their Quality Assurance Report and their excellent work in measuring Student Learning Outcomes. Their QA Report should be considered to be presented at the national conference as a best practice."

Feedback like this comes only from the combined efforts of every member of the School of Business. Maintaining this high standard of performance requires extra effort and I truly appreciate the way we are able to work together in the spirit of a shared commitment to excellence. While there is always room for continuous improvement, we should pause and reflect on the magnitude of this accomplishment.

I would be remiss if I did not recognize and thank those individuals who served on the QA Report Task Force. They were charged with pulling together the information for the report and presenting it in an easy to read and understandable format under a relatively tight deadline. The QA Report Task Force members were:

Barbie Willett Mary Perez

Daylene Waite Lynnette Yerbury

Jessica Guiver Angie Nelsen

Rolayne Day

On behalf of the School of Business and Salt Lake Community College, I express my sincere appreciation for the excellent work each of you did to complete this project. And, to all faculty and staff in the School of Business, I offer my thanks for the work you do to assure we are able to receive such accolades from ACBSP and other accrediting bodies who review the programs offered in the School of Business.



Dennis Bromley, Dean, SLCC School of Business



The eLearning Revolution: Will You Be at the Forefront or Left Behind?

The internet and the subsequent advent of mobile applications have transformed the way we learn and provided new options for obtaining an education. This transformation began in 1971, with The Open University in England. This university had an open admissions policy and began television broadcasting of lectures to 25,000 students. In 1989 the University of Phoenix opened its online school. In 1993, criteria was set for e-learning systems, which indicated that they must be easy to use, portable, replicable, scalable, and affordable. The term eLearning was coined in 1999. In 2004, Salman Khan recorded instructional YouTube videos to help his cousins with math. The videos were so popular, he decided to found the Khan Academy, a not-for-profit, free, online educational organization.

Today, The Open University teaches the majority of its courses online. With 250,000 students, it is the UK's largest university. The University of Phoenix is now the largest university in the U.S., with more than 500,000 students. With grants from the Gates Foundation and Google, Salman Khan has recorded over 2,100 lecture videos, which have been viewed over 41 million times. There are currently 25,000 online courses offered in the U.S. and 3 million online-only students. That's more than the total number of college students in France.

At least half of college students take at least one online class. Nearly half of online students are 26 or older. Online education is opening doors to more people.

There have been over 1 million K-12 enrollments in online courses. 67% of colleges are unable to meet the demand for online courses. By 2019, it is estimated that 50% of all classes taught will be delivered online – many of these will be available for free.

Due to the internet, students have more power over their college education than ever before. Under the Khan model students learn at their own pace, in their own time. iTunes U offers more than 350,000 college lectures and videos from more than 800 universities – including Stanford, Yale, and Oxford – all are free. Last year the London School of Business and Finance launched the Global M.B.A. delivered entirely through a Facebook app.

Today, due to the internet's transformative power, students can custom-design their own educations in whatever way they see fit. When consumers have more choice, an educational institution's only choice is to give the consumer what they are looking for. Are you ready?

Source: Khan Academy and Online Learning Changing Education by Eric Qualman 11-8-11





Do You Still Believe Social Media is a Fad?



- Social Media has overtaken porn as the #1 activity on the Web.
- The fastest growing segment on Facebook is 55-65 year old females.
- If Facebook were a country, it would be the world's 3rd largest and 2x the size of the US population.
- There are 75 million more people playing Farmville than there were real Farmers.
- Years it took to reach 50 million users: Radio-38 years, TV-13 years, Internet-4years, iPod-3 years...Facebook added 100 million users in 9 months.
- In 2010 Generation Y outnumbered Baby Boomers ... 96% of them have joined a social network. Over 50% of the world's population is under 30 years old.
- Generation Y and Z consider email passe'...In 2009 Boston College stopped distributing email addresses to incoming freshmen.
- 1 in 6 higher education students are enrolled in online curriculum.
- A 2009 US Department of Education study revealed that on average, online students out-perform those

receiving face-to-face instruction.

- If Wikipedia were made into a book it would be 2.25 million pages long.
- eReaders have surpassed traditional book sales.
- Groupon will reach \$1 billion in sales faster than any company in history.
- 90% of consumers trust peer recommendations – only 14% trust advertisements
- Only 18% of traditional TV advertising campaigns generate a positive ROI.
- 90% of people that can TiVo ads – do.
- 80% of companies use social media for recruitment; 95% of those companies use LinkedIn.
- 93% of marketers use social media for business.

Social Media isn't a fad. It is a fundamental shift in the way we communicate and do business. Should this cause a shift in what and how we teach our students?

Source: 39 Social Media Statistics to Start 2012 www.socialnomics.com

New 8 Week Business Course begins March 6

A new section of Retail Store Operations has been added for the 2nd half of the Spring semester. This course is a hands-on experience, where students will learn about the daily operations of the Utah State Capitol Store. This will include opening/closing procedures, inventory management, event marketing, customer service, merchandising and much more. The Capitol Store is a gift shop located in the Capitol Building, which caters to tourists, educational groups, and government employees. Students can enroll for 1 or 2 credit hours. The class will be held on Tuesday and Thursday afternoons, with hours to be arranged for each student.

For more information you may contact:

Barbie Willett, Professor of Marketing

Barbie.willett@slcc.edu 801-957-4357

MKTG 2990-4 Retail Store Operations CRN: 25878

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