Des Moines Area Community College

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Board of Directors Meeting Minutes

5-10-1971

Board of Directors Meeting Minutes (May 10, 1971)

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DES MOINES AREA COMMUNITY COLLEGE 2006 Ankeny Boulevard Ankeny, Iowa 50021

REGULAR MEETING

MAY 10, 1971

The regular monthly meeting of the Des Moines Area Community College Board of Directors was held in the Board Room, Administration Building, Ankeny Campus, 2006 Ankeny Blvd., Ankeny, Iowa, on Monday, May 10, 1971. The meeting was called to order by the Board President, Rolland Grefe, at 7:30 p.m.

ROLL CALL

Members present: Rolland Grefe

Harry Bloomquist Ross Cramlet David Longnecker Harold Welin Cecil Galvin Max Kreager

Robert Lounsberry

Members absent:

William Price

Others present:

Paul Lowery, Superintendent

Jack Asby, Asst. Supt., Administrative Services Irv Steinberg, Business Manager/Board Secretary

David Palmer, Instructor, Ankeny Campus

Phil Langerman, Asst. Supt., Instructional Services

APPROVAL OF MINUTES A motion was made by R. Cramlet, seconded by H. Welin, that the minutes of the regular board meeting of April 19, 1971 be approved as presented. Motion passed.

PERSONNEL

It was moved by H. Welin, seconded by H. Bloomquist, that employment be offered to the following for the position and salary indicated:

Name	<u>Position</u>	<u>Salary</u>	Eff. Date
Jack Mastrofski	Comm. & Adv. Art Instr.	$\$ \overline{10,100}$	9- 1-71
Arthur Miller	Veterans Farm Coop. Instr.	11,000	5-13-71
Darlene Falck	Sec./Clerical Instr.	10,000	6- 7-71
Arthur Glynn	Food Service Instr.	12,250	7-15-71
Kenneth Clark	Day-Evening Counselor	13,000	7- 1-71

Motion passed.

RESIGNATIONS

A motion was made by M. Kreager, seconded by R. Cramlet, that the resignations of the following personnel be accepted:

Melvin Tullis, Automotive instructor, effective May 31, 1971 Larry Hughes, Physical Education instructor, effective May 31, 1971 William Buse, Copy Reproduction instructor, MDTA, effective May 31, 1971.

Motion passed.

ATERNITY EAVE

A motion was made by H. Welin, seconded by D. Longnecker, that a maternity leave be granted to Cheryl Goodrich, Data Processing instructor, effective June 1, 1971. Motion passed.

APPROVAL: OF LEASE FOR MODEL CITIES BRANCH OFFICE A motion was made by H. Welin, seconded by H. Bloomquist, that approval be given to the renewal of a one year lease with the American Legion Lincoln Post #126 for the rental of space at 8th and Washington, Des Moines, Iowa, at a monthly fee of \$325.00. This lease is to continue until January 31, 1972 and the Board President and Secretary be authorized to sign said lease. Motion passed.

APPROVAL OF ADVANCED. PLACEMENT POLICY

A motion was made by M. Kreager, seconded by D. Longnecker, that the Advanced Placement Policy approved April 19, 1971 be amended as it pertains to transfer students. A copy of said amendment is attached hereto and made a part of these minutes. Motion passed.

APPROVAL TO PAY FOR RANDTRIEVER

A motion was made by H. Welin, seconded by M. Kreager, that approval be given to pay Sperry-Rand Corporation a 90% progress payment in the sum of \$100,500.00 for the randtriever, in accordance with the terms of the contract. Motion passed.

CURRICULUM CHANGE IN MARKETING PROGRAM

It was moved by R. Lounsberry, seconded by D. Longnecker, that the curriculum for the Retail Marketing and Industrial Marketing Programs be changed as indicated on the sheets which are attached hereto and made a part of these minutes. The change would qualify the graduates for an Associate in Applied Science Degree in lieu of the Diploma previously issued. Motion passed.

CONTRACT FOR MEDIA CENTER **EQUIPMENT**

A motion was made by M. Kreager, seconded by R. Lounsberry, that contracts for the Media Center equipment and furniture, totaling \$44,636.13, be awarded to suppliers indicated on the attached list. Motion passed.

EQUIPMENT

AWARD OF CONTRACT It was moved by R. Lounsberry, seconded by H. Welin, that contracts for FOR FOOD, SERVICES food service utensils and furniture, totaling \$25,342.82, be awarded to the suppliers indicated on the attached list. Motion passed.

SCHEDULE OF FEES FOR RENTAL OF BOONE FACILITIES

A motion was made by D. Longnecker, seconded by C. Galvin, that the proposed fee schedule for rental of Boone facilities by outside groups, a copy of which is attached hereto and made a part of these minutes, be approved. Motion passed.

AGREEMENT WITH REHABILITATION COUNSELOR

A motion was made by R. Lounsberry, seconded by M. Kreager, that approval be DPI RE VOCATIONAL given for the continuation of an agreement with the Division of Rehabilitation Education and Services, Iowa State Department of Public Instruction, to provide matching funds in the amount of \$6,000 for one full-time vocational rehabilitation counselor and one secretary, and that the Board President and Secretary be authorized to sign said agreement. Motion passed.

APPROVAL OF ' IOWASCRIPT PROJECT

It was moved by C. Galvin, seconded by M. Kreager, that approval be given to a 3-year project to provide occupational information to eleven selected high schools throughout the community college district, and that further approval be given to the Advisory Board members listed on the attached sheet; said project to be known as IOWAscript. Motion passed.

DES MOINES AREA COMMUNITY COLLEGE 2006 Ankeny Boulevard Ankeny, Iowa 50021

REGULAR MEETING

MAY 10, 1971

The regular monthly meeting of the Des Moines Area Community College Board of Directors was held in the Board Room, Administration Building, Ankeny Campus, 2006 Ankeny Blvd., Ankeny, Iowa, on Monday, May 10, 1971. meeting was called to order by the Board President, Rolland Grefe, at 7:30 p.m.

ROLL CALL

Members present: Rolland Grefe

Harry Bloomquist Ross Cramlet David Longnecker Harold Welin Cecil Galvin Max Kreager

Robert Lounsberry

Members absent:

William Price

Others present:

Paul Lowery, Superintendent

Jack Asby, Asst. Supt., Administrative Services Irv Steinberg, Business Manager/Board Secretary

David Palmer, Instructor, Ankeny Campus

Phil Langerman, Asst. Supt., Instructional Services

APPROVAL OF MINUTES

A motion was made by R. Cramlet, seconded by H. Welin, that the minutes of the regular board meeting of April 19, 1971 be approved as presented. Motion passed.

PERSONNEL

It was moved by H. Welin, seconded by H. Bloomquist, that employment be offered to the following for the position and salary indicated:

<u>Name</u>	Position	Salary	Eff. Date
Jack Mastrofski	Comm. & Adv. Art Instr.	\$ 10,100	9- 1-71
Arthur Miller	Veterans Farm Coop. Instr.	11,000	5-13-71
Darlene Falck	Sec./Clerical Instr.	10,000	6- 7 - 71
Arthur Glynn	Food Service Instr.	12,250	7- 15- 7 1
Kenneth Clark	Day-Evening Counselor	13,000	7- 1 - 71

Motion passed.

RESIGNATIONS

A motion was made by M. Kreager, seconded by R. Cramlet, that the resignations of the following personnel be accepted:

Melvin Tullis, Automotive instructor, effective May 31, 1971 Larry Hughes, Physical Education instructor, effective May 31, 1971 William Buse, Copy Reproduction instructor, MDTA, effective May 31, 1971.

Motion passed.

CLAIMS AND ACCOUNTS

It was moved by R. Cramlet, seconded by C. Galvin, that the claims and accounts, as presented, be approved for payment. Motion passed.

ADJOURNMENT

It was moved by R. Lounsberry, seconded by C. Galvin, that the meeting be adjourned. Motion passed and the meeting was adjourned at 10:15 p.m. The next regular meeting was set for June 14, 1971 at 7:30 p.m.

IRV STEINBERG, Secretary

ROLLAND GREFE. President

The Des Moines Area Community College accepts credits transferred from other accredited colleges and universities in which passing grades have been received. Courses which correspond to that equivalent course at the Des Moines Area Community College are transferred at face value and may be used to fulfill all major requirements. Courses for which there is no equivalent will be designated as electives. When a question exists as to the equivalency of courses, a request will be made for a description of that course from the college at which that course was taken.

DES MOINES AREA COMMUNITY COLLEGE

ADVANCED PLACEMENT POLICY (Credit by Evaluation)

Board Approved April -19, 1971
They 10,

The Des Moines Area Community College recognizes that many students, by virtue of previous educational preparation, military service, or employment experience, already possess the necessary skills and knowledges to successfully meet the minimum requirements of many of the basic courses included in their program of study.

In order to provide these students with the opportunity to enrich or to accelerate their educational experiences, an advanced placement policy has been developed by the College.

Here are a number of ways in which advanced placement can be attained. There is no charge for credit granted by evaluation.

TRANSFER STUDENTS

The Des Moines Area Community College accepts credits transferred from other accredited colleges and universities in which a "C" or above grade has been achieved. Courses which correspond to an equivalent course at the Des Moines Area Community College are transferred at face value and may be used to fulfill all major requirements. Courses for which there is no equivalent course will be designated as electives. When a question exists as to the equivalency of courses, a request will be made for a description of the course from the college at which that course was taken.

Students tranferring from other colleges and universities will be permitted to transfer a maximum of sixty quarter hours of academic credit toward fulfillment of degree programs at the Des Moines Area Community College. All prior credits earned will be evaluated by the Registrar.

COLLEGE LEVEL EXAMINATION PROGRAM (CLEP) AND COLLEGE ENTRANCE EXAMINATION BOARD (CEEB)

The Des Moines Area Community College participates in the College Level Examination Program (CLEP) and will grant credit in areas comparable to courses listed in the College catalog. The College will also grant advanced placement and, where appropriate, college credit to those students who have taken college-level courses in high school and who have received a satisfactory score on the Advanced Placement Test of the College Examination Board.

The granting of credit and/or advanced placement will be determined following an evaluation of the examination by the Registrar and will be placed on the student's permanent records after he has completed a minimum of eighteen quarter hours of residence credit.

ATTENDANCE OF SELECTED HIGH SCHOOL STUDENTS

The Des Moines Area Community College offers the opportunity for selected high school students to attend credit courses when recommended and approved by the

student's parents, guidance counselor, principal and the College. Students selected may enroll for one or two courses at the beginning of any term provided they follow the regular admissions, registration and counseling procedures and adhere to the regulations of the College. These courses are to be considered as additions to the student's total academic program rather than replacements for high school graduation requirements.

A high school student enrolled in any course will be required to meet the same standards as any other student and will be awarded the same credit for courses successfully completed. Records of credits will be maintained and may be applied against college requirements at the Des Moines Area Community College or at any other institution in which that student enrolls. Students who have not completed high school must insure an amount equal to his tuition is paid to the College by the school district in which he resides.

UNITED STATES ARMED FORCES INSTITUTE (USAFI) AND OTHER MILITARY SCHOOLS

The Des Moines Area Community College will recognize and grant credit to veterans for educational training completed in the Armed Forces and for college work completed through the United States Armed Forces Institute (USAFI), provided such credit is not a duplication of work previously taken.

Veterans must petition the Registrar for such credit and present authentic military service and training records. The recommendation of the American Council on Education, A Guide to the Evaluation of Education Experiences in the Armed Forces, will be used in evaluating military service school training. A copy of the serviceman's separation papers, DD Form 214, should be submitted to the Admission's Office.

USAFI college level credit courses taken by correspondence or by extension through another accredited college are accepted under regular transfer credit provisions. Official reports of the educational achievement must be mailed directly to the College from USAFI, Madison, Wisconsin.

DES MOINES AREA COMMUNITY COLLEGE 2006 Ankeny Boulevard Ankeny, Iowa 50021

REGULAR MEETING

MAY 10, 1971

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ROLL CALL

Members present: Rolland Grefe

Harry Bloomquist
Ross Cramlet
David Longnecker
Harold Welin
Cecil Galvin
Max Kreager

Robert Lounsberry

Members absent:

William Price

Others present:

Paul Lowery, Superintendent

Jack Asby, Asst. Supt., Administrative Services Irv Steinberg, Business Manager/Board Secretary

David Palmer, Instructor, Ankeny Campus

Phil Langerman, Asst. Supt., Instructional Services

APPROVAL OF MINUTES

A motion was made by R. Cramlet, seconded by H. Welin, that the minutes of the regular board meeting of April 19, 1971, be approved as presented. Motion passed.

PERSONNEL:

It was moved by H. Welin, seconded by H. Bloomquisthat employment be offered to the following for position and salary indicated:

<u>Name</u>	<u>Position</u>	Salary	<u>Eff. Date</u>
Jack Mastrofski	Comm. & Adv. Art Instr.	\$10,100	9-1-71
Arthur Miller	Veterans Farm Coop, Instr.	11,000	5-13-71
Darlene Falck	Sec/Clerical Instr.	10,000	6-7-71
Arthur Glynn	Food Service Instr.	12,250	7- 15-71
Kenneth Carr	Counselor,day-evening	13,000	7-1-71

Motion passed.

RESIGNATIONS

A motion was made by M. Kreager, seconded by R. Cramlet, that the resignations of the following personnel be accepted. Melvin Tullis, automotive instructor, effective May 3;; Larry Hughes, physical education instructor, effective May 3;; William Buse, DM Skill Center instructor, effective May 3; Motion passed.

Thatenuty MATURNITY LEAVE

A motion was made by H. Welin, seconded by D. Longnecker, that a maternity leave be granted to Cheryl Goodrich, data processing instructor, effective June 1, 1971. Motion passed.

APPROVAL OF LEASE OR MODEL CITIES LRANCH OFFICE A motion was made by H. Welin, seconded by H. Bloomquist, that approval be given to renewal of a 1-year lease with the American Legion Lincoln Post #126 for the rental of space at 8th & Washington Streets, Des Moines, Iowa, at a monthly fee of \$325.00. This lease is to continue until January 31, 1972 and that the board president and secretary be authorized to sign said lease. Motion passed.

APPROVAL OF ADVANCED PLACEMENT POLICY A motion was made by M. Kreager, seconded by D. Longnecker, that the Advanced Placement Policy approved | April 19, 1971, be amended as it pertains to transfer students. A copy of said amendment attached hereto and made a part of these minutes. Motion passed.

APPROVAL TO PAY FOR RANDTRIEVER A motion was made by H. Welin, seconded by M. Kreager, that approval be given to pay the Sperry-Rand Corporation a 90% progress payment) for the randtriever, (in the amount of \$100,500.00) in accordance with the terms of the contract. Motion passed.

CURRICULUM CHANGE MARKETING PROGRAM It was moved by R. Lounsberry, seconded by D. Longnecker, that the curriculum for the Retail Marketing Programsbe changed as indicated in the sheetswhich is attached hereto and made a part of them minutes. The and that the program be changed from that of a diploma to applied science degree. Change would another the graduates for an discount in Applied ference Degree in place of the diploma previously usual. A motion was made by M. Kreager, seconded by R. Lounsberry, that contracts for the Media Center equipment and furniture, totaling \$44,636.13, be awarded to suppliers indicated on the attached list. Motion passed.

CONTRACT FOR MEDIA CENTER EQUIPMENT

AWARD OF CONTRACT FOR FOOD SERVICES EQUIPMENT It was moved by R. Lounsberry, seconded by H. Welin, that contracts for food service utensils and furniture, totaling \$25,342.82, be awarded to the suppliers indicated on the attached list. Motion passed.

SCHEDULE OF FEES FOR RENTAL OF BOONE FACILITIES A motion was made by D. Longnecker, seconded by C. Galvin, that the proposed fee schedule for rental of Boone facilities, a copy of which is attached heretoo and made a part of these minutes, be approved. Motion passed.

AGREEMENT WITH
DPI RE VOC_REHAB
COUNSELOR

A motion was made by R. Lounsberry, seconded by M. Kreager, that approval be given for the continuation of an agreement with the Division of Rehabilitation Education and Services, Iowa State Department of Public Instruction, to provide matching funds in the amount of \$6,000.00 for one full-time Voc-Rehab counselor and one secretary, and that the board president and secretary be authorized to sign said agreement. Motion passed.

APPROVAL OF IOWA SCRIPT PROJECT It was moved by C. Galvin, seconded by M. Kreager, that approval be given to a 3-year project to provide occupational information to high-school counselors, which will be referred to as Iowa Script, and that further approval be given to placing on the Iowa Script Advisory Board those who are listed on the attached sheet. Motion passed.

AIMS AND COUNTS

It was moved by R. Cramlet, seconded by C. Galvin, that the claims and accounts, as presented, be approved for payment. Motion passed.

Regular Meeting

ADJOURNMENT

It was moved by R. Lounsberry, seconded by C. Galvin, that the meeting be adjourned. Motion passed and the meeting was adjourned at 10:15 p.m. The next regular meeting was set for June 14, 1971, at 7:30 p.m.

IRV STEINBERG, Secretary

ROLLAND GREFE, President

ADVISORY BOARD - CONTACTED

Dr. Marvin Davis, Director Regional Resource Center 112 - 116 11th Street Des Moines, Iowa 50309

Mr. Don Bennink Director of Guidance Boone High School Boone, Iowa

Mr. Carl T. Miles Superintendent of School Knoxville, Iowa

Mr. Bill Stewart Tool & Die Program Chairman Des Moines Area Community College

Mr. Rus Slicker Director of General Education Des Moines Area Community College

Mr. Ed Ranney Consultant, Guidance Services Department of Public Instruction Grimes Building Des Moines, Iowa

DES MOINES AREA COMMUNITY COLLEGE Agends Monday, May 10, 1971 - 7:30 P.M. Board Room - Ankeny Campus

ī.	CALL TO ORDER
2.	APPROVAL OF MINUTES - April 19, 1971 Meeting _ Crambt, 2d Welin.
3.	New: a. Jack Mastrofski, Commercial & Advertising Art instr., Ankeny b. Darlene Falck, Secretarial-Clerical instr., Ankeny c. Arthur Glynn, Food Service instr., Ankeny d. Arthur Miller, Veterans Farm Coop instr., Carroll C. Kenneth CARR, Counselor - # 13,000 Resignations: a. Mel Tullis, Autmotive instr., Ankeny
4.	COMMUNICATIONS Goods to Maturity leave Walin, 2d Longne cher d. Cheryl Goods to Sune 157
	a. Ankeny graduation, May 28, 7:30 p.m., North High with Congressman Heal Smith as speaker. 208 GRADUATE b. Boone graduation, May 28, 10:00 a.m., Boone. Goedan GAMACK 95-42 c. Progress on redistricting - Jack Asby. d. Legislation - Max Kreager and Paul Lowery. e. Iowa Council of Area School Boards - Max Kreager. f. Regional Computer Center - W. Price. +1/2 3 - PA/ Knows About. g. Consortium that will provide \$30,000 to the institution for staff development and in-service training in cooperation with Elisworth Community College,
7. V	NEW BUSINESS a. Renewal of lease for one year for Model Cities facility on 8th and Washington Des Moines. 3325 Mm/K from 200175 1-31-72 b. Approval of Advanced Placement policy as per paragraph change under "Transfer Student." (Enclosed). c. Approval of 20% progress payment to Library Bureau for Pandtriever in the

Curriculum change in Marketing Program from diploma to applied science degree

Schedule of charges for use of college facilities by outside groups at Boone: Continuation of agreement to provide matching funds in the amount of \$6,000

Awarding of contracts for Food Service furniture & kitchen utensils and

amount of \$100,500.

table service.

(old and new curriculum enclosed).

Awarding of contracts for Media Center equipment.

for full-time rehabilitation counselor on campus.

- a. General Advisory Committee

 PRESENTATION AND APPROVAL OF CLAIMS (Enclosed) Cramlet, Gallorn
- 10. ADJOURNMENT

Resume t of New Personnel

Name: Age: Position: Division: Recommended salary: Most recent salary: Salary in relation to staff w/similar qualifications:

Education: Experience:

Reason for recommending this person:

Beginning date of employment: Length of contract:

Reason for employment:

Jack Mastrofski

Commercial & Advertising Art instructor

Career Education \$10,100 annual

\$9,150 (9 mos.) + summer

Similar

B.F.A. - Drake University

6 yrs. teaching; 15 years in commercial art field Diverse practical background and teaching experience

September 1, 1971

9 mo. Addition

.... *** *1

Name:

Age:

Position: Division:

Recommended salary: Most recent salary:

Salary in relation to staff w/similar qualifications:

Education: Experience:

Reason for recommending this

Beginning date of employment:

Length of contract: Reason for employment: Arthur Miller

Veterans Farm Coop instructor

Career Education \$11,000 annual \$800/mo.

Similar

B.S. in Agriculture

XX

Secretarial-Clerical instructor

4 yrs. teaching; 9 yrs. related agriculture business

Combination of teaching & related agriculture experience

May 13, 1971 12 mo.

Darlene Falck

Career Education

\$10,000 annual

Addition

4.4

Student

Similar

10.00

Name:

Age:

٠

Position: Division:

Recommended salary: Most recent salary:

Salary in relation to staff w/similar qualifications:

Education: Experience:

Reason for recommending this

Beginning date of employment:

Length of contract: Reason for employment:

B.S. & M.S. in Business Education

4 yrs. of work experience as secretary; internship in college teaching

Practical experience & educational background

June 7, 1971 12 month

Replacement for True Sherman for summer session

Addition commencing with fall term

Name:

Age:

Position:

Division:

Recommended salary:

Most recent salary:

Salary in relation to staff w/similar qualifications:

Education:

Experience:

Reason for recommending this

person:

Beginning date of employment:

Length of contract:

Reason for employment:

Arthur Glynn

Food Service instructor

Career Education

\$12,250 annual

\$11,400

Similar

B.S. in Food Administration

Worked since 1959 in various areas of food service

supervision; limited teaching at Iowa State & Ottumwa

Best qualified of persons interviewed

July 15, 1971

12 mo.

Addition

Kenneth Carr -- .day-evening counselor

PROPOSED FEE SCHEDULE FOR RENTAL OF BOONE FACILITIES

AUDITORIUM RENTAL:

I. Community Groups Where No Admission is Charged.

\$25 for a mericum of three hours. Each hour or fraction thereof in excess of three hours will be at the rate of \$6/hr.

II. Commercial or Community Group Where Admission is Charged.

\$40 for a maximum of three hours. Each hour or fraction thereof in excess of three hours will be at the rate of \$8/hr.

III. Spacial Contract.

The Boone Community School class plays, including four practices and one presentation, will be \$25 per play. Additional practice sessions will be assessed a fee of \$5.00 per practice.

GYM RENTAL:

I. Community Group Usaga for Athletic-Type Activities.

Adults or adult supervised groups where no admission is charged will be \$10.00/hr.

II. Commarcial Adult Group Usage for Athletic-Type Activities.

Adult or adult supervised groups where edulation is charged will be \$20,00/br.

III. Special Contract.

The Boone Community School athletic events will be \$8.00/hr. with custodial services provided by the College. If spectators are involved, supervisory staff are to be furnished by the Boone Community School. Time of practice periods and date of games subject to College schedule.

The above fees to include all utilities and custodial services unless rental period extends beyond 10:00 P.M. or occurs on weakends. If activities occur after hours, wackends or require unusual cleaning by school staff, additional charges will be assessed to cover the salary of staff performing the service.



SUMMARY OF RECOMMENDATIONS FOR AWARDING CONTRACTS FOR FOOD SERVICE UTENSILS AND FURNITURE

May 10, 1971

Bolton & Hay		\$ 16,326.33
Hockenberg		3,784.24
Republic Steel Corp.		8 01. 05
Fandrei, Inc.		37.00
Toledo Scale Company		1,274.00
Des Moines Cash Register		1,782.00
Ahern Pershing		1,338.20
	Total Co	st \$ 25,342.82

SUMMARY OF RECOMMENDATIONS FOR AWARDING CONTRACTS FOR NEDIA CENTER EQUIPMENT AND FURNITURE

	May 10, 1971
Midwest Visual, Des Moines, Iowa	\$ 5,099.05
Fondrei, Inc., Des Moines, Lowa	5,516.41
Latta's, Inc., Cedar Falls, Iowa	1,171.80
Treck Photographic, Des Moines, Iowa	3,367.50
Iowa State Industries, Fort Madison, Iowa	327.80
Ahern Fershing, Des Moines, Iowa	8,494.27
Sears, Roebuck and Company, Den Moines	74.90
Triangle School Supply, Sioux Falls, South Dakota	19,107.00
Pigott, Inc., Des Moines, Iowa	219.00
IBM, Des Moines, Iouz	1,258.40
Total Contr	0AA G26 13

Total Cost: \$44,636.13

Midwest Visual

	Bid Item #1s	Description	Cost
1.	1 - 13	P.A. System, L.G.I.	\$ 3,142.25
2.	54	16mm Projector, L.G.T.	1,241.60
3.	55	Slide Projector, L.G.I.	479.20
4.	56	Filmstrip Projector, L.G.I.	236.60
		• •	
Fand	rei, Inc.		
l.	14 - 17	Drapes and Curtains	2,640.00
2.	101.	Tables for Copy Cameras	40.00
3.	10 5	Classroom Tables	2,252.25
4.	107	Folding Chairs	192.48
5.	108	Folding Chairs W/Tablet Arm	391.68
Latt	a's, Inc.		
1.	23	Projection Carts	13.5.80
2.	22	Projection Carts	262.00
3.	23 - 26	McNeff Furniture	630.10
Ġ.	103	Typing Tables	163.90
	k Photographic		
1.	27 - 29	Enlarging Counters	1,613.00
2.	30 ~ 32	Darkroom Sink, Complete	736.50
3.	33	Chem. Mixer	248.00
4.	34	Princ Washer	315.00
5.	35	Timers, Wall Mounted	280.00
6.	37 - 38	Safelights	175.00
Icwa	. State Industries		
1.	130	Lecterna	327.8 0
Ahex	n Pershing		
1.	18 - 19	Draving Tables/v Drawera	391.30
2.	20	Stools	47.00
3.	75 - 81	Coas Hacks	438.76
4.	82	Steno Chairs	352.36
5.	83	Secretarial Desks	697.28
б.	86	Side Chairs	226.35
7.	87	Bookeases	288. 95
8.	38	Dasks - Office	366.72
9.	90	Two-Druger File Cablact	46.04

Ahern Pershing (Continued)

10. 91		Bid Item #1s	Description	Cost
11. 92 Conference Chairs with Casters 2,684.88 12. 93 Conference Chairs - No Casters 297.15 13. 94 Conference Tables 209.92 14. 95 Instructor's Chairs 146.28 15. 96 Folding Table (Mitchell - Saturne) 316.50 16. 97 Folding Table (Mitchell - Saturne) 55.40 17. 98 Folding Table (Mitchell - Saturne) 260.00 18. 99 Folding Table (Mitchell - Saturne) 355.50 19. 102 Deaks 277.22 20. 109 Classroom Folding Tables 819.60 Sears 1. 61 - 62 Sink 22.00 2. 63 Sink 52.90 Pigott, Inc. 1. 89 Office Chairs 219.00 Triangle 1. 39 Steel Cabinets 206.20 2. 40 - 45 Steel Shelving 2.883.00 3. 46 - 53 Display Equipment 395.80 4. 60 Projection Screens, L. G. T. 1,410.00 5. 100 Student Chairs W/Book Racks 752.25 6. 104 Student Chairs W/Book Racks 752.25 6. 104 Student Chairs W/Book Racks 11,331.75 IBM 1. 84 Card Typewriters 448.40	10,	91	Four-Drawer File Cabinets	\$ 197.04
12. 93 Conference Chairs - No Casters 297.15 13. 94 Conference Thales 209.92 14. 95 Instructor's Chairs 146.28 15. 96 Folding Table (Mitchell - Saturne) 316.50 16. 97 Folding Table (Mitchell - Saturne) 55.40 17. 98 Folding Table (Mitchell - Saturne) 260.00 18. 99 Folding Table (Mitchell - Saturne) 355.50 19. 102 Deaks 277.22 20. 109 Classroom Folding Tables 819.60 Sears 1. 61 - 62 Sink 22.00 2. 63 Sink 52.90 Pigott, Inc. 1. 89 Office Chairs 219.00 Triangle 2				
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DES MOINES AREA COMMUNITY COLLEGE

ADVANCED PLACEMENT POLICY (Credit by Evaluation)

Board Approved April 19, 1971

The Des Moines Area Community College recognizes that many students, by virtue of previous educational preparation, military service, or employment experience, already possess the necessary skills and knowledges to successfully meet the minimum requirements of many of the basic courses included in their program of study.

In order to provide these students with the opportunity to enrich or to accelerate their educational experiences, an advanced placement policy has been developed by the College.

Here are a number of ways in which advanced placement can be attained. There is no charge for credit granted by evaluation.

TRANSFER STUDENTS

The Des Moines Area Community College accepts credits transferred from other accredited colleges and universities in which passing grades have been received. Courses which correspond to that equivalent course at the Des Moines Area Community College are transferred at face value and may be used to fulfill all major requirements. Courses for which there is no equivalent will be designated as electives. When a question exists as to the equivalency of courses, a request will be made for a description of that course from the college at which that course was taken.

Students transferring from other colleges and universities will be permitted to transfer a maximum of sixty quarter hours of academic credit toward fulfillment of degree programs at the Des Moines Area Community College. All prior credits earned will be evaluated by the Registrar.

COLLEGE LEVEL EXAMINATION PROGRAM (CLEP) AND COLLEGE ENTRANCE EXAMINATION BOARD (CEEB)

The Des Moines Area Community College participates in the College Level Examination Program (CLEP) and will grant credit in areas comparable to courses listed in the College catalog. The College will also grant advanced placement and, where appropriate, college credit to those students who have taken college-level courses in high school and who have received a satisfactory score on the Advanced Placement Test of the College Examination Board.

The granting of credit and/or advanced placement will be determined following an evaluation of the examination by the Registrar and will be placed on the student's permanent records after he has completed a minimum of eighteen quarter hours of residence credit.

ATTENDANCE OF SELECTED HIGH SCHOOL STUDENTS

The Des Moines Area Community College offers the opportunity for selected high school students to attend credit courses when recommended and approved by the

student's parents, guidance counselor, principal and the College. Students selected may enroll for one or two courses at the beginning of any term provided they follow the regular admissions, registration and counseling procedures and adhere to the regulations of the College. These courses are to be considered as additions to the student's total academic program rather than replacements for high school graduation requirements.

A high school student enrolled in any course will be required to meet the same standards as any other student and will be awarded the same credit for courses successfully completed. Records of credits will be maintained and may be applied against college requirements at the Des Moines Area Community College or at any other institution in which that student enrolls. Students who have not completed high school must insure an amount equal to his tuition is paid to the College by the school district in which he resides.

UNITED STATES ARMED FORCES INSTITUTE (USAFI) AND OTHER MILITARY SCHOOLS

The Des Moines Area Community College will recognize and grant credit to veterans for educational training completed in the Armed Forces and for college work completed through the United States Armed Forces Institute (USAFI), provided such credit is not a duplication of work previously taken.

Veterans must petition the Registrar for such credit and present authentic military service and training records. The recommendation of the American Council on Education, A Guide to the Evaluation of Education Experiences in the Armed Forces, will be used in evaluating military service school training. A copy of the serviceman's separation papers, DD Form 214, should be submitted to the Admission's Office.

USAFI college level credit courses taken by correspondence or by extension through another accredited college are accepted under regular transfer credit provisions. Official reports of the educational achievement must be mailed directly to the College from USAFI, Madison, Wisconsin.





May 3, 1971

QUARTER	I

COLLEGE	- 		1		
		QTR. HRS.	CLASS HRS.	LAB HRS.	
121:101	English I	3	35		
241:110	Frinciples of Accounting I	3	35	22	
217:231	Introduction to Business	3	35		
217:573	Psychology & Human Relations	3	57 •		
217:552	Salesmonship	3	35	2 2	
217:531	Business Mathematics	2	35	11	
		17	232	55	287
QUARTER :	<u>II</u>				
138:101	Economics I	3	35		
241:111	Principles of Accounting II	3	35	22	
241:185	Business Law	3	57		
2 17: 522	Marketing Office Procedures	3	22	3 5	
217:242	Principles of Marketing	3	46		
138:151	Speech	3	35		
		18	230	57	287
QUARTER :	ш				
138:102	Economics II	3	35		
217:57 2	Business Communications	2	35		
217:559	Physical Distribution	2	46		
211:533	Retail Product Analysis I	3	35	22	
211:513	Retailing I	<u>5</u> 15	70 221	44 66	287
	•	20	es en en	00	
QUARTER	ĪĀ				
211:594	Retail Field Experience	15		of 300 hours	
211:593	Field Training Seminar	2	36	300	
		17	36	300	336
QUARTER '	<u>A</u>				
211:515	Retailing II	3	35	35	
217: 525	Supervisory Development	2	35	11	
211:535	Retail Product Analysis II	3	35	22	
211:595	Retail Field Experience II	7		of 144 hours	
	. • •	1.5	105	212	317

RETAIL MARKETING

QUARTER VI

		QTR. HRS.	CLASS HRS.	LAB I	ERS.
211:545	Retail Management Problems I	2	46		
217:523	Advertising and Sales Promotion	3	57		
211:527	Buying and Mdse. Control	2	35		
211:596	Retail Field Experience III	7	Minimum	of 144	hours
217:537	Data Processing for Business	2	35		
		16	173	144	317
QUARTER V	<u>II</u>			•	
241:243	Office Management	3	3 5		
211:547	Retail Management Problems II	2	35		
211:528	Buying and Mdse. Control II	3	35	35	
*	Social Science Elective	3	· 3 5		
211:597	Retail Field Experience	7	Minimum	of 144	hours
		18.	140	179	319

*To be selected from Social Science Departments #135 or #136.

DEPARTMENT STORE MARKETING

The Department Store Marketing program is designed to prepare the student to enter and be successful in the field of retail mid-management. The program is organized to give the student a foundation in business and retail marketing and then to build the management skills of supervision and merchandise control upon this. The curriculum is implemented with classroom, laboratory, and field experience. A boutique merchandising laboratory complements the instructional program. Upon completion of the program a student will be prepared for successful employment in the following occupations: fashion merchandising, assistant manager, assistant buyer, department head, division head, manager of a specialty store or shop, proprietor of a retail store.

PROGRAM OF STUDY

Course No.	Course Title	Credits	Class Hours	Lab Hours	Total Hours
	FIRST OUARTER	•			
299:011	Orientation	R	10		10
217:581	Speech	3	40	28	68
217:521	Economics	3	57		57
217:511	Accounting I	4	5 0	32	82
217:571	Business Math	3	40	28	68
217:531	Introduction to Business	3	40	17	- 57
		16	220	105	342
	SECOND QUARTER				
217:522	Marketing Office Practices	2	10	26	36
217:572	Communication Skills	3	57		57
217:512	Accounting II	4	50	28	7 8
217:542	Principles of Marketing		50	7	57
217:552	Salesmanship I	3 3 3	30	27	57
217:562	Business Law	3	57		57
		18	254	38	3.42
	THIRD OUARTER	•			•
211:513	Retailing I	7	80	60	140
217:523	Advertising and Sales Promotion	3	40	17	57
211:533	Retail Product Analysis I	4	50	38	88
217:573	Industrial Relations		57		57
		3 17	227	115	342
	FOURTH OUARTER				
211:594	Retail Field Experience I	16	Minim	num of 30	60 hrs.
•	FIFTH QUARTER				
211:545	Retail Management Problems I	3	40	17	57
217:525	Supervisory Development	3	40	27	67
211:515	Retailing II	3	40	17	57
211:535	Retail Product Analysis II	3 3	30	27	57.
211:595	Retail Field Experience II	7		144	144
	-	19	150	232	382
	SIXTH QUARTER				
211:596	Retail Field Experience III	16	Min i n	num of 30	60 hrs.

Course No.	Course Title	Credits	Class Hours	Lab Hours	Total Hours
	SEVENTH QUARTER				
211:547	Retail Management Problems II	3	30	37	67
211:527	Merchandising and Control	6	75	46	121
217:537	Data Processing for Business	2	40	, 7	4 7
217:559	Physical Distribution	3	40	31	71
135:567	American Institutions	3	36		36
		17	<u>36</u> 221	121	<u>36</u> 342

Total Credit Hours - 119
Total Contact Hours - 2470

COURSE DESCRIPTIONS

FIRST QUARTER

299:011 Orientation

Credits - Required

This required course is designed to acquaint the new student with the Des Moines Area Community College and vocational-technical education; including the role and responsibility of career educationally trained workers in our present society.

217:581 Speech

Credits - 3

Includes a study of the principles of the different purposes and forms of oral communications used in the business world. Application of these principles will be made through video taped student presentations.

217:521 Economics

Credits - 3

Presents economics as the framework in which the individual business must operate. It emphasizes the understanding of macro-economic conditions which will enable the businessman to make subjective management decisions.

217:511 Accounting I

Credits - 4

Emphasizes the understanding of how an accounting system operates. Emphasis is placed on accounting for marketing type businesses.

217:571 Business Math

Credits - 3

Mathematics as it relates to business operations is studied. Emphasis is placed on quantitative problem solving relating to credit, finance, and merchandising.

217:531 <u>Introduction to Business</u>

Credits - 3

A basic understanding of how the individual business functions is developed. Organizational and operative techniques are emphasized.

SECOND QUARTER

217:522 Marketing Office Practices

Credits - 2

Prepares the student with an employable proficiency in the techniques and operation of the typewriter, calculator, adding machine, and filing.

217:572 Communication Skills

Credits - 3

Oral and written communications to enable the student to prepare himself for meeting job requirements and needs in the business world. Basic subject material includes business letters, job applications, proper use of business forms, basic speech, and oral communications.

217:512 Accounting II

Credits - 4

Quantitative analysis of financial statements is presented. Emphasis is placed on inventory control methods and statements. Prerequisite: Accounting I.

217:542 Principles of Marketing

Credits - 3

Presents an institutional approach to the study of marketing. Retail, wholesale, and manufacturer marketing activities are studied in depth.

217:552 Salesmanship I

Credits - 3

The fundamentals of persuasive communications as applied to successful selling are presented. Practical application of these principles is made through extensive use of video taped simulated sales presentations.

217:562 Business Law

Credits - 3

To familiarize students with various situations in which the businessman becomes involved with legal implications in business transactions. Case problems are used to practically relate the principles that are introduced.

THIRD OUARTER

211:513 Retailing I

Credits - 7

Operative principles and methods of the retail store are studied. Retail salesmanship, display, cash register, credit, and stockroom procedures are applied. In the retail lab, fashion merchandising concepts are introduced and applied with a simulated fashion merchandising business game.

217:523 Advertising and Sales Promotion

Credits - 3

Examines the various sales promotion media and their application. The mechanics, cost, and timing of advertising are studied and applied through student organized simulated advertising campaigns.

211:533 Retail Product Analysis I

Credits - 4

Examines and identifies the basic technology concerning textile materials and their application to retail fashion and staple merchandising. Emphasis is placed on the student's application of this product knowledge in the retail product analysis lab.

217:573 Industrial Relations

Credits - 3

To give the student a practical working knowledge of human relations in business and industry. Special emphasis is placed upon the understanding of the causes of behavior and its effects upon the employee in industry.

FOURTH QUARTER

211:594 Retail Field Experience I

Credits - 16

Consists of twelve weeks of full-time successful introductory on-the-job training in a cooperating retail training station. Emphasis is placed on stock room procedures and retail salesmanship techniques. Development and supervision of a training plan will be made by a retail teacher-coordinator.

FIFTH QUARTER

211:545 Retail Management Problems I

Credits - 3

Presents a problem solving approach to the operative principles and methods of the retail store. Management decision making is emphasized through the use of case problems.

217:525 Supervisory Development

Credits -3

The principles and methods of supervision are studied. Special emphasis is placed on motivation, control, and training of employees. Application of these principles is made with video taped simulated supervisory presentations.

211:515 Retailing II

Credits - 3

Management principles and methods of the retail store are studied. Location and layout, equipment and facilities, and merchandising concepts are studied and applied in the retail store lab. Principles and methods of managing fashion and staple merchandise departments are studied in depth. Prerequisite: Retailing I.

211:535 Retail Product Analysis II

Credits - 3

Examines and identifies the basic technology concerning the hard line merchandise found in the typical retail store. Emphasis is placed on the student's application of this product knowledge in the retail product analysis lab. Prerequisite: Retail Product Analysis I.

211:595 Retail Field Experience II

Credits - 7

Consists of retail training of the level prescribed in the individual training plan. Exposure will be given to fall merchandising techniques. The training will be scheduled two days a week in an approved cooperating training station. Supervision of the training plan will be made by the retail teacher-coordinator. Prerequisite: Retail Field Experience I.

SIXTH QUARTER

211:596 Retail Field Experience III

Credits - 16

Consists of twelve weeks of full-time on-the-job training of the level prescribed in the individual training plan. Exposure will be given to Christmas merchandising, merchandise control, and supervision. Supervision of the training plan will be made by the retail teacher-coordinator. Prerequisite: Retail Field Experience II.

SEVENTH QUARTER

211:547 Retail Management Problems II

Credits - 3

Presents a problem solving approach to the management principles and methods of the retail store. Emphasis is placed on effective management decision making in advisory group situations. Prerequisite: Retail Management Problems I.

211:527 Merchandising and Control

Credits - 6

Controlling the right quantity and quality of merchandise for a fashionable and staple goods department is studied. Emphasis is placed on the concept of maximizing profits with a minimum of merchandise investment. Actual control systems are developed in the retail store lab. Simulated experience is given with an inventory control business game.

217:537 Data Processing for Business

Credits - 2

An introduction to the field of data processing. Present and future applications of data processing to business operation is emphasized, and applied with a business game.

217:559 Physical Distribution

Credits - 3

Transportation and warehousing as a function of the marketing process is examined. The principles and methods of physical distribution is studied in depth.

135:567 American Institutions

Credits - 3

An integrated approach to the study of American political, economic and social institutions. Emphasis will be placed upon the structures and processes of the contemporary systems.

INDUSTRIAL MARKETING CURRICULUM

May 3, 1971

QUARTER	<u>I</u>	QTR. HRS.	CLASS HRS.	LAB HRS.	
121:101	English I	3	35		
	5		35	22	
241:110		3	35	22	
217:231		3 3			
217:573	-	3	5 7	90	
217:552		3	35	22	
217:531	Business Mathematics	2	35	<u> </u>	007
•		17	232	55	287
QUARTER	II				
138:101	Economics I	3	3 5		
241:111			35	22	
241:185		3	57		
217:522		3	22	35	
217:242		3 3 3 3	46	9 4	
138:151	•	3	35		
120:131	speech	3	230	57	287
QUARTER	III				
,	party region approved	_			
138:102		3	35		
217:572	Eusiness Communications	3 2	35		
217:559	Physical Distribution	2	46		
217:523	Advertising and Sales Promotion	3	57		
217:553	-	3	35	22	
217:543	_	3	35	22	
		17	243	44	287
QUARTER	. IV		•		
217:594	Industrial Field Experience I	15	Minimum	of 300 hou	ırs
217:593		2	36	J. 300 110	
211.575	Title maperature bename	17	36	300	336
QUARTER	. v				
017.5/5	Industrial Prod. Analysis II	3	35	22	
217:545	•	3	35	22	
217:513		3	35 35	22	
217:525		3 7		of 144 hou	1 1 °6)
217:5 95	Industrial Field Experience II	16	105	21.0	315
QUARTER	• บ า				
	,				
217:536		2	35	22	
01	Analysis	3 3	35 35	22 22	
217:516			35 35	22 22	
217:526		3			1900
217:596	Industrial Field Experience III	7		of 144 hor	
		16	105	210	315

INDUSTRIAL MARKETING

QUARTER VII

		QTR. HRS.	CLASS HRS.	LAB HRS.	
217:557	Advanced Industrial Sales	3	35	22	
241:243	Office Management	3	35		
**	Social Science Elective	3	35		
217:537	Data Processing for Business	2	35		
217:597	Industrial Field Experience IV	77	Minimum	of 144 hrs.	
	•	18	140	1 66	306

^{*}To be selected from Social Science Departments #135 or #136.

INDUSTRIAL MARKETING CURRICULUM

May 3, 1971

QUARTER I	<u> </u>	QTR. HRS.	CLASS HRS.	LAB HRS.	
121:101	English I	3	35		
241:110	Principles of Accounting I		35 35	22	
217:231	Introduction to Business	3 3 3 3	35	600.1	
217:573	Psychology & Human Relations	3	57		
217:552	Salesmanship	3	35	22	
217:531	Business Mathematics	2	35 35	11	
711.JJT	Dusiness Machematics	17	232		287
			252	33	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
QUARTER I	<u>II</u>				
138:101	Economics I	3	35		
241:111	Principles of Accounting II	3	35	22	
241:185	Business Law	3	57	-	
217:522	Marketing Office Procedures	3	22	35	
217:242	Principles of Marketing	3	46	_	
138:151	Speech	3	35		
		18	230	57	287
	•				
QUARTER 1	<u>III</u>				
138:102	Economics II	3	3 5		
217:572	Business Communications	3	35		
217:559	Physical Distribution	2	46		
217:523	Advertising and Sales Promotion	3	57		
217:553	Industrial Marketing	3	35	22	
217:543	Industrial Product Analysis	3	35	22	
		17	243	44	287
QUARTER 1	. ·				
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217:594	Industrial Field Experience I	15		of 300 hou	irs
217:593	Field Experience Seminar	2	36	000	
	•	17	36	300	336
QUARTER V	<u>.</u>				
217:545	Industrial Prod. Analysis II	3	35	22	
217:513	Manufacturing Processes I	3 3	35	22	
217:525	Supervisory Development	3	35 35	22	
217:595	Industrial Field Experience II	7		of 144 hou	ITR
£17.373	THURSE THE THEORY WAS ASSESSED.	16	105	210	315
QUARTER V	<u>/I</u>				
217:536	Industrial Electrical Product				
~=# - JJV	Analysis	3	35	22	
217:516	Manufacturing Processes II	3	3 5	22	
217:516	Furchasing	3	35 35	22	
217:596	Industrial Field Experience III	7	_	of 144 hos	ırs
M21 12/V		16	105	210	315

INDUSTRIAL MARKETING

QUARTER VII

		QTR. HRS.	CLASS HRS.	LAB HRS.	
217:557	Advanced Industrial Sales	3	3 5	2 2	
241:243	Office Management	3	35		
*	Social Science Elective	3	35		
217:537	Data Processing for Business	2	3 5		
217:597	Industrial Field Experience IV	7	Minimum	of 144 hrs.	
	•	18	140	166	306

^{*}To be selected from Social Science Departments #135 or #136.

INDUSTRIAL MARKETING

The Industrial Marketing program is designed to prepare the student to enter and be successful in the field of industrial sales and marketing. The program is organized to give the student a foundation in business and marketing and then to build the industrial marketing concept upon this. Manufacturing processes and industrial product knowledge is also emphasized. The curriculum is implemented with classroom, laboratory, and field training. Upon completion of the program a student will be prepared for successful employment in the following occupations: manufacturing, representative, sales representative, industrial distributor salesman, purchasing, customer service and order desk salesman.

PROGRAM OF STUDY

Course No.	Course Title	Credits	Class Hours	Lab Hours	Total Hours
	FIRST OUARTER				
2 9 9:011	Orientation	R	10		10
217:581	Speech	3	40	28	68
217:521	Economics	3	57		57
217:511	Accounting I	4	50	32	8 2
217:571	Business Math	3	40	28	68
217:531	Introduction to Business Management	_3_	40	17	57
		$\frac{3}{16}$	237	105	342
	SECOND OUARTER				
217:522	Marketing Office Procedures	2	10	26	36
217:572	Communication Skills	3	57		57
217:512	Accounting II	4	50	28	76
217:542	Principles of Marketing	3	50	7	57
217:552	Salesmanship I	3	30	27	57
217:562	Business Law	3	57		5 7
<u>-</u>		3 3 3 18	2.54	88	$\frac{57}{342}$.
	THIRD OUARTER				
217:513	Manufacturing Process I	4	50	28	7 ε
217:543	Industrial Product Analysis I	4	50	32	82
217:553	Industrial Marketing I	3	40	17	57
217:523	Advertising and Sales Promotion	3	40	28	68
217:573	Industrial Relations	3	57		57
		3 3 <u>3</u> 17	237	105	<u>57</u> 342
	FOURTH OUARTER				
217:594	Industrial Field Experience I	16		3 60	360
	FIFTH QUARTER				
217:545	Industrial Product Analysis II	4	50	27	77
217:555	Industrial Marketing II	4	40	37	77
217:525	Supervisory Development	3	40	27	67
217:595	Industrial Field Experience II	_9_		<u> 178</u>	<u> 178</u>
		20	130	269	399

Course No.	Course Title	Credits	Class <u>Hours</u>	Lab Hours	Total <u>Hours</u>
	SIXTH QUARTER				
217:536	Industrial Electrical Product Analysis	4	50	27	77
217:526	Purchasing	3	40	2 7	67
217:516	Manufacturing Processes II	4	5 0	27	77
217:596	Industrial Field Experience III	<u>9</u> 20		<u>178</u>	<u>178</u> 399
	-	20	140	259	399
	SEVENTH OUARTER				
217:557	Advanced Industrial Salesmanship	3	30	37	67
217:517	Physical Distribution Management	3	40	31	71
217:537	Data Processing for Business	2	40	7	47
135:527	American Institutions	3	36		3 6
217:597	Industrial Field Experience IV	9		178	<u> 178</u>
	-	20	146	253	399

Total Credit Hours - 120 Total Contact Hours - 2223

COURSE DESCRIPTIONS

FIRST QUARTER

299:011 Orientation

Credits - Required

This required course is designed to acquaint the new student with the Des Moines Area Community College and vocational-technical education, including the role and responsibility of career educationally trained workers in our present society.

217:581 Speech

Credits - 3

Includes a study of the principles of the different purposes and forms of oral communications used in the business world. Application of these principles will be made through video taped student presentations.

217:521 Economics

Credits - 3

Presents economics as the framework in which the individual business must operate. It emphasizes the understanding of macro-economic conditions which will enable the businessman to make subjective management decisions.

217:511 Accounting I

Credits - 4

Emphasizes the understanding of how an accounting system operates. Emphasis is placed on accounting for marketing type businesses.

217:571 Business Math

Credits - 3

Mathematics as it relates to business operations. Emphasis is placed on quantitative problem solving relating to credit, finance, and merchandising.

217:531 Introduction to Business Management

Credits - 3

A basic understanding of how the individual business functions; organizational and operative techniques are emphasized.

SECOND OUARTER

217:522 Marketing Office Procedures

Credits - 2

Prepares the student with an employable proficiency in the techniques and operation of the typewriter, calculator, adding machines, and filing.

217:572 Communication Skills

Credits - 3

Oral and written communications to enable the student to prepare himself for meeting job requirements and needs in the business world. Basic subject material includes business letters, job applications, proper use of business forms, basic speech, and oral communications.

217:512 Accounting II

Credits - 4

Quantitative analysis of financial statements is presented. Emphasis is placed on inventory control methods and statements. Prerequisite: Accounting I.

217:542 Principles of Marketing

Credits - 3

Presents an institutional approach to the study of marketing. Retail, wholesale, and manufacturer marketing activities are studied in depth.

217:552 Salesmanship I

Credits - 3

The fundamentals of persuasive communications as applied to successful selling. Practical application of these principles is made through extensive use of video taped simulated sales presentations.

217:562 Business Law

Credits - 3

The various situations in which the businessman becomes involved with legal implications in business transactions is presented. Case problems are used to practically relate the principles that are introduced.

THIRD OUARTER

217:513 Manufacturing Process I

Credits - 4

Introduces and examines the production processes and techniques of those businesses in which the industrial marketing or purchasing personnel work.

217:543 Industrial Product Analysis I

Credits - 4

The industrial commodity approach to industrial marketing is studied. An examination of products typically handled by the industrial distributor is made in the industrial product analysis lab.

217:553 Industrial Marketing I

Credits - 3

Introduces and investigates the functional areas of industrial marketing. Industrial distributor and manufacturer marketing principles and methods are examined. Industrial Marketing simulated experiences will be given through an Industrial Marketing business game.

217:523 Advertising and Sales Promotion

Credits - 3

Examines the various sales promotion media and their application. The mechanics, cost, and timing of advertising are studied, and applied through student organized simulated advertising campaigns.

217:573 Industrial Relations

Credits - 3

To give the student a practical working knowledge of human relations in business and industry. Special emphasis is placed upon the understanding of the causes of behavior and its effects upon the employee in industry.

FOURTH OUARTER

217:594 Industrial Field Experience I

Credits - 16

Consists of twelve weeks of full-time successful introductory on-the-job training in a cooperating industrial training station. Weekly business training sessions are held. Development and supervision of a training plan will be made by an industrial marketing teacher-coordinator.

FIFTH OUARTER

217:545 Industrial Product Analysis II

Credits - 4

Indepth studies of industrial marketed commodities are made. Application of these studies will be made in the industrial product analysis lab. Simulate purchasing and sales presentation will be made in the sales and purchasing labs. A Thomas Micro-Catalog system will be used extensively in this course. Prerequisite: Industrial Product Analysis I.

217:555 Industrial Marketing II

Credits - 4

Operative principles and methods of industrial marketing institutions are presented. Decision making skills are developed through problem solving of case studies. Prerequisite: Industrial Marketing I.

217:525 Supervisory Development

Credits - 3

The principles and methods of supervision are studied. Special emphasis is placed on motivation, control, and training of employees. Application of these principles is made with video taped simulated supervisory presentations.

217:595 <u>Industrial Field Experience II</u>

Credits - 9

Consists of field training of the level prescribed in the individual training plan. The training is scheduled in an approved cooperating industrial marketing training station from 12:30 to approximately 4:30 each day. The training plan will be supervised by the Industrial Marketing teacher-coordinator. Pre requisite: Industrial Field Experience I.

SIXTH QUARTER

217:536 Industrial Electrical Product Analysis

Credits - 4

Industrial marketed electrical products are studied. Application of the study of these products and equipment will be made in the product analysis lab.

217:526 Purchasing

Credits - 3

Presents the purchasing function and its relationship in the manufacturing and distributor type industrial businesses. Purchasing systems are studied, developed and applied in the simulated purchasing lab.

217:516 Manufacturing Processes II

Credits - 4

Indepth studies of the production process is made. Production control and the application of new products and processes are emphasized. Application is made in the industrial lab, and with field trips.

Prerequisite: Manufacturing Processes I.

217:596 Industrial Field Experience III

Credits - 9

Consists of field training of the level scheduled in the individual field training plan. The training is scheduled from 12:30 to approximately 4:30 each day. The training plan will be supervised by an Industrial Marketing teacher-coordinator. Prerequisite: Industrial Field Experience II.

SEVENTH OUARTER

217:557 Advanced Industrial Salesmanship

Credits - 3

Order desk, counter, and outside salesmanship principles are studies in depth. Application of these principles will be made in the industrial marketing lab with video taped simulated sales situations. The acquired industrial product knowledge will also be applied in these presentations. A sales management organization game will introduce sales management principles and techniques.

217:517 Physical Distribution Management

Credits - 3

Transportation and warehousing as a function of the marketing process is examined. The principles and methods of physical distribution in depth.

217:537 Data Processing for Business

Credits - 2

An introduction to the field of data processing. Present and future applications of data processing to business operation is emphasized, and applied with a business game.

135:527 American Institutions

Credits - 3

An integrated approach to the study of American political, economic and social institutions. Emphasis will be placed upon the structures and processes of the contemporary systems.

217:597 <u>Industrial Field Experience IV</u>

Credits - 9

This unit of instruction will complete training activities in all areas of marketing in the cooperating training station. The training is scheduled from 12:30 to approximately 4:30 each day. The training plan will be supervised by an Industrial Marketing teacher-coordinator.

Prerequisite: Industrial Field Experience III.

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American Technical Soc.	11			7.48
American Vocational Assoc.	Book			1.75
Ankeny Ben Franklin	Supplies			3,55
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	Hopkins Sporting Goods	51.65
	Hospital Research & Edu.	Book 10.00
	Howard Imprinting Machine	Supplies 5.60
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	Dr. Bennis Kelly	30,00
	Kornahan Chemical Supply	Supplies 19,75
	Michael Kinkade	Service 15,00
	Knight's Typography	Supplies 11.70
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Monroe International	77	36.10
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National Cash Register	11	308.34
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NESCO Comm. Schools	Reimbursement	15,00
MLN Evaluation Service	Supplies	35.00
Richard Norton	Reimbursement	12.00
Office Machine Service Co.	Service	10.00
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Student Supply Book Store	Booka	14.67
Sun Electric Corporation	Service	1919 37 69.37
Sun Electric Corp.	Equipmone	7 7750.00
Mary Swanson	Freight or postage	1819.37 \(\begin{pmatrix} 14.67 \\ 69.37 \\ 1750.00 \\ 13.50 \end{pmatrix}
Torsch Paper Co.	Supplies	231.90
Thomas Publishing Co.	11	44.75
Town & Country Office Machines	Service	14,00
Louise Trangen	Reimbursement	16.75
Treck Photographic Inc.	Supplies '	25.23
Turf Supply Co.	01	129,40
United Way of America	Publication	2.00
Univ. Lab.	Supplies	200.90
Univ. Microfilms	Book	76.75
Van Horn Plastics	Supplies	23.52
Vernon Company	t:	157.74
J. W ston Walch, Publisher	Book	12.42
Wallace Homestead Co.	Supplies	219,90
Waltero Sanitary System	Service	30,00
Warners Hardware Inc.	Supplies	18.73
Welch Scientific	69	รกร จุร
J. Weston Walch, Publisher	10	43.60
Wickes Lumber	63	1 07 /2.38
Wickes Lumber	77	7.77 7 2.59
White Central Concrete	12	2.60
H. W. Wilson Co.	Book	20 ,00
World Wide Travel Agency	Air flights	(947.00
11	11	1,501. 612.00
01		48.60 4.97 {2.38 2.59 2.60 20.00 947.00 412.00 1,501.2
Kerox Corporation	Suppliès	344.78
Treek Photographic Inc.	Service	80,36
		•

TOTAL

46,078.71



1501.00

DES MOINES SKILL CENTER

A-1 Rubbish Air Products & Chemicals Air Products 121. 60. 65.	
Air Products & Chemicals (60.	75
Air Products & Chemicals Air Products Air Products Air Products Air Products	.28
Air Products	
Baker Plumbing & Heating 16.	13
Clark Sanitary Supply 136.	.50
Delmar Publishers 32.	4.5
Duncan Sanitary Products 116.	
Filby Photo Serv. 10.	60
IBM (16.	94
1BM //0-27 < 78.	l.L.
Filby Photo Serv. IBM IBM IBM IEM IEM	89
Longen Paper 21.	60
Ohrlingø 59.	85
Peerless Supply Inc. 43.	90
Pittsburgh Des Moines Steel 529.	18
R & R Welding Supply 25,	67
R & C Office Supplies 111.	50
Royal Typewriter 23.75 /15.	75
Royal Typewriter 13.70	00
School Shop 8.	00
R & C Office Supplies Royal Typewriter School Shop Sidles Co. Sidles Co. 111. 33.75	20
Sidles Co.	55
Southwestern Publishing 184.	66
Spilman Auto Parte 54.	90
Standard 011 99.	
State Wide Petroleum Maint, Co. 140.	
Western Auto Supply Co. 37	

TOTAL

\$ 2,300.20



BYLLS PAID PRIOR TO BOARD APPROVAL

١.					_
		Evalotte Barl	Reimbursement	\$	24.66
		Betty Carman	u ,		Z-15.00
		Marine Clemens	Refund tuition		422.00
		Petty Cash DMACC	Reimbursement		₩13.23
		Chris Hend	Refund	, -	7.00
		IPALCO	Service for Center I		174.48
		NW Bell	Service for Campus	¥'	~13 92.97
		Rike Way Trucking	Freight Charge		-20:06
		Sink Paper Co.	Supplies		504،50
		Mrs. Leslie Vanguess	Refund Tuition		72.75
		DMACG Fetty Gech	Reimbursement		32.46
	13036	DM Skill Center	Fetty Cash		50 ه جهی
	13104	DMAGC Payroll Account	Payroll.	ه ۱۰۰۰ مسرح	330763.93
	13105	Calif. Sightseeing Tours	Tours		220.00
		Hotel Sir Francis Drake	Rooms, etc.		4030.92
		Northwestern Bell	Service for Boone	-	√323.76
	13108	John Bremer	Expenses		-501.00
		Graybar Electric Co.	Supplies		48.87
		Goorge Mills	Books		~6.AD
		Bursk & Poor Publishers	tt		رد 6 م 50 ا
	137.12	Des Moines Water Works	Service for 105 E. Grand		C 4.70
	13114	IPALCO	Service		6797.91
	13115.	XPALCO	Supplies		\sim 10,00
		Boone Water Works	Service		< 128.72 €
1		Art Michael	Refund Tuition		225.00
,		Rex Dusenbery	Refund Supply Fee		L.00
		Mr. James Pigg	Refund		4.00
		Mr. John Pagry	Re fund		~2.00
		Mr. Russell Morine	Refund		∠3 ′,00
		Mr. Fred McWherter	ti ·		-3.00
		Mr. Dean Lipps	H		. ~2.00
		Mr. Bret Stocke	18		2.50
		Samuel Enzauro	Ω.		1.50
		Clifford Welling	Rent for 105 East Grand		-527 .95
		Robert Webber	Rent for Planned Parenthood,		175,00
		Miracle Mile Shopping Center	Rent for Center I		$\angle 1041.67$
		Bell Avenue Roalty	Rent for 2403 Eell Ave.		-5132.68
		Mid America Realty Co.	Rent for 2600 Ball Ave.	<u> </u>	-1,0616.00
	13132	Friedman's Lesping Corp.	Rent for Supt. Car.		22.38



BOARD MEMBER

\$ 359,898.70

BILLS TO HE BOARD APPROVED

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Ankeny Ben Franklin	Supplies					3	1.10
Ankeny Concrete Block, Inc.	\$12 ·				'	•	5.95
Ankeny Paint & Wallpaper Co.	t#	j					269,53
Ankeny Ready Mir., Inc.	11						141.95
Ackeny Walgreen	11						29.28
Associated Publishers	Book						49,28
Adult Ed Assn. of the U.S.A.	H DOGE						15,23
Ahern Pershing	Supplies						49.82
Air Products	n orbbres						44. 0 0
Air Products	t t						
		3					11.50
Audio Visual Ctr., Univ. of Ia.	Film Rens	:21			•		172.95
Baker Machinery Co.	Supplies						2.88
John Z. Besmer Co.	Service						3.00
Beaverdale Photo Supplies	Service						35,20
Berry-Myron Business Machines	Supplies			,			8,40
Book Store	P P						6.28
Boone Elec. Motor Service	Service						4.30
Building Heint. Serv.	98						2536,50
Capital Sanitary Supply	Supplies						93.65
Carleon Oil Co.	Gas,						28.57
Carmody Elec.	Service						769.15
Carpenter Paper Co.	Supplies						60,60
Arnold Carson	Service						362.50
Ceaco	Supplies						172.02
Cenco Instruments Corp.	Service						37.64
Charles Merrill Books, Inc.	Supplies						5 6.76
Charles Scribner's & Sons	Books						20.73
Class National Publishing Co.	41						9.70
Coast to Coast Stores	Supplies						2.26
Cold Springs Bio. Lab.	Books						20,00
Color Incorporated	Service						28,63
Commodity Research Bureau Inc.	Books						20.25
Congressional Quarterly Inc.	17						1 5.00
Cook's	Supplies						112.10
Coxy o	88						66 ،
Cory's	11						1.39
Cory's	ti						26.14
Council of Planning Librarians	ti						6,00
Crescent Elec.Supply	71						68 .85
Creatline Pub. Co.	Books						13,45
Donald Curtis	Services						21.20
Data Proc. Management Assoc.	Books						9.75
F. A. Davis Co.	11						2.25
George DeMoss Constr. Co.	Service			en entre et e			4488.96
Dennis Supply Co.	Service		n n	13 1			52.0 6
Dennis Supply	Supplies	MART	in T				9.82
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Demniston & Pertridge	Supplies	\$	5.04
Denniston & Partridge	1 1		9.80
Denver City Park Dept.	Books		4.09
Department of Adult Ed,	Reimbursement		39.91
Dos Moines Indep. Co.	Rental Film		18.50
DM Industrial Towal	Servica		3J0.28
DM Industrial Towel	†I		35.13
DM Photocopy	Supplies		37.10
DM Reptal Sales & Serv.	Rental		63.00
DMACC Revolving Account	Reimbursement		121.88
ii ,	tt		102.32
Doughten Auto Supply	Supplies	,	23.83
Dunn & Co.	Equipment		17.95
Edu. Tech. Publications Inc.	Books		54.95
Elec. Wholesale Co.	Supplies		60.48
T. J. Ellgaard	Service		152.70
•	11 SEL V LGG		16.50
T. J. Ellgeard Engineering Model Assoc,	Supplies		14,00
	n n		37.00
F. W. Faxon Co.	Tasif mant		2 7 58,00
Fidelity Products Co.	Equipment Service		28,00
Firm of Robert VandeVenter			13,15
Forman Ford & Co.	Service		455 ₀ 00
Garner Publishing Co.	Princing		. 24,80
Nelson Goodman	Service		16,50
Guthrie Center Comm. Schools	Reimbursément		35.45
Harry Volk Art Studio	Book		26.08
Hertz Co.	Service		43.75
Hopkins Sporting Goods	Supplies		12.78
Hy-Veg Stores	Supplies		19.55
IBM	Service ''		14.40
IBM	•		28 ₄ 50
Industrial Supplies	Supplies		52°20
Interstate 35 Comm. Schools	Reimbursement		
Ia, Dental Supply Co.	Service		15.50
Ia. Dental	Supplies		10 7. 82 36.23
Wes Jarnagin, Inc.	Service		7,68
Johns Hopking Press:	Books n		2.00
Kansas State Teachers College	**		2.75
Kernahan Chemical & Supply	Supplies		3.97
Koch Brothers	Supplies		
Koch Brothers	Equipment Nupplies		1 4.65 1 75 .94
McGraw Hill Book Co.	Service		14.50
M & M Sales Co.	Supplies		218.91
M & M Moddman Coolegigal Supply	n 20551768		55.81
Mackinav Geological Supply	i l		13.06
MacMillan Co.			
John Maguire	Expenses Cupalifor		144.83 162.80
M B & R Enterprises	A D D Supplies		187.24
M B & R Enterprises	APPROVED		401.024
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BOARD MEMBER

M.E. Marwell Supplied 3.09	Marshall's Decorating Store	Supplies	\$	5,58
Medid-Visual Inc. 168.95 Medidy Powell Expenses 3.50 Midwest Visual Edu. Serv. Service 5.24 " Squipment 2192.15 " Supplies 40.09 Modesto City Schools Books 3.75 Mogul-Ed Supplies 138.71 Melly Morgan Reimbursement 24.90 C. V. Mosby Co. Book 5.30 Mosler Supplies 31.35 National Business Edu. Assoc. " Inc. 15.69 Municipal Supply Co. Supplies 31.35 National Business Edu. Assoc. " Inc. 3.69 Municipal Supply Co. Advertising 467.67 Office Supplies 33.69 Office Supplies 33.69 Office Supplies 39.60 Ferry Comm. Schools Reimburgement 30.40 Ferry Comm. Schools Reimburgement 30.44 Ferry Comm. Schools Supplies 14.23 Inystations & Hospital Supply Co. Supplies 198.50			٣	
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Treck Photographic Inc. Supplies 44.58 Treck Photographic Inc. " 21.05 Triangle School Stock 51.95 Triangle School Supply & Equip. Equipment 3739.80 United States Pubs. Assn. Books 4.27 Univ. Microfilms Books 88.50 Univ. of Texas Books 36.25		•		
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BOARD MEMBER

· ·			
Walters Senitery System	Service		30,00
Water Information Center Inc.	Books		28,00
Whitey's Town & Country	Gas		11.38
Bob Smith	Chesa		35.00
Jason Smith	řt –		29.75
Patricia Lengill	f f		14.86
Edward Udrovich, Jr.	t\$		12,25
John Orthaus	38		40.24
Joy Gualer	36		8.75
Roberta Kerr	70		22.25
Keith DeVries	70		12,25
Steve Franscisco	lt .		6.54
Mro. Julie Roths	16		2.61
Dennis Lee	ti		19.25
Geralee Booth	ŧı		7.00
DMACC Auto Revolving	Reimburooment		7.85
Schoolhouse, 1-A:	TOTAL	ş	2 4, 63 6.07
taker Electric Inc.	Sorvice	\$	110.00
Cahaalhanaa laBa			
Schoolhouse, 1-B:			
Res Moines Blue Print Co. Des Moines Photo Copy Co.	Service "	\$	27,20 195.84
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	TOTAL	\$	223.04



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DES MOINES SKILL CENTER

Corvin Cleaners	Ş	17.16
DM Industrial Towel		367,66
A. B. Dick		135,00
Economica Press, Inc.		4,20
Electric Equipment Co., Inc.		99,40
L. H. Kurtz Co.		25.24
New York Times		87.75
Peerless Supply, Inc.		86,40
R & R Welding Supply Co.		17,65
R & R Welding Supply Co.		12.10
Sidles Automotive Co.		84, 64
Spilmen Auto Parts		52.64

\$ 989,44

PAID PRIOR TO BOARD APPROVAL

13211	Robert Mackey	Refund	72,00
13212	Petty Cash	Reimbursement	28,81
13213	Jaust Nobla	Refund	7,50
13214	James McCarthy	Refund	102.00
13215	Felix Gary Martines	li .	60.00
13216	Robert E. Fosse	5 1	36,00
13217	Virgil Fowles, Jr.	ts .	60,00
13213	Gary West	11	60.00
13219	Harold Boles	rr	60.00
13220	Emmanuel Thomas	tt	15.00
13221	Ken Warren	II .	6,00
13222	Jane Anne Cannon	11	60.00
13223	Craig Bjorgren	11	4,00
23224	Ann Shaw	11	15.00
13225	Gene Musselman	18	. 80,00
13226	IPALCO	Service	1603.22
13227	n	11	1667.37
13 2 28	Northwestern Ball	it	46,64

TOTAL

\$ 4,251.27

