



## **Business, Entrepreneurship, CBOT, and Accounting Advisory Board Meeting –**

Thursday, October 19, 2017

Meeting Minutes

10/19/2017

1 – 3:00 p.m.

Building 9, Room 154

**Present:** Leonor Cabrera (Interim Dean), Alex Kramer (Director of Workforce Development), Jonathan Wax (Program Services Coordinator), Candice Nance (Business Faculty), Lale Yurtseven (Business Faculty), Bibian Gonzalez (Business Student), Jeroen Noordermeer (Industry Partner), Lynn Emrick (Industry Partner), Mark Witman (Industry Partner), Aylin Demirci (Industry Partner), Kemal Levi (Industry Partner), Mayra Arellano (College Recruiter), Edwin Oh (Industry Partner), Gabriel Sapp (Deputy Sector Navigator), Brandon Napoli (Business Faculty), JT Ohara (Business Student), Robert Schoffner (BAEC Director)

### **I. Welcome and Introduction - All**

- Introductions, new faces

### **II. Update on Program - Lale Yurtseven**

- New Dean Introduction and explanation.
- Business Department Changes.
- CBOT Department Changes:
  - BWI Certificate Explanation and rollout
  - Low enrollment issues on introductory course

### **III. New Management Certificate - Leonor Cabrera**



- Address Educational Goals of our Students, question from last meeting, included in the hand-out given out:
  - What are the goals? Get an AS degree or transfer.
  - Where do our HS students come from? Sequoia Union High, Carlmont
- Business MGMT Certificate:
  - As per advice last meeting, we have brought it back.
  - Certificate requires 35 units as-is, any advice on what should be changed:
    - Industry Partner: question re: difference btwn BUS 101 vs. MGMT 100.
  - Office Manager Certificate Suggestion.
  - Industry Partner: question on where our business students are coming from re: the students who would be working towards this certificate.
  - Industry Partner: Question on what job titles would this certificate prepare students for?
    - brought up that their company would want to hire someone who has a specialty focus, not so much general education. He may not find it that valuable. Suggested having a very specific certificate; brought up the need for HR specialists, paralegals.
  - Industry Partner: Question re: Which questions address Project Mgmt. and suggested leadership development
    - Leonor said we don't have it yet, but it has been discussed.



- Mayra - Brought up in recruiting that she runs into people who are looking to update their skills, lots of people have an AA or AS and want to get a certificate to move up. Leadership skills come up often.
- Advisory Board is in general interested in leadership class.
- Industry Partner: Case Method suggestion on teaching leadership, guest speakers, mentorship. Hard skill + soft skill is best.
- Leonor asked what about teaching interpersonal skills online?
  - Students and Industry Partner both voiced concern over these skills being developed online
  - Ed brought up a lot of online collaboration is an important component of the job.
- Brain - Leverage Project Mgmt for a focus on Business Information/Big Data. Asked would this be a way to grow?
  - Database entry

## **IV. New Online Courses, Online Certifications, Honors**

### **Business Program - Candice Nance**

- Online Certificates and Degrees:
  - Industry Partner: Yes, we want more online education and skill building in the students. Barriers: Where to go? How do we keep up with changing technologies.



- Specific Skills: Being familiar with programs; Excel, Microsoft, Outlook, Word.
- Industry Partner: We already expect them to know these programs before college, is this accurate?
  - Industry Partner: - We do these + publisher, but not Outlook.
  - Industry Partner: We use all these programs, and said the free stuff out there is good. Suggests Google Apps familiarity.
- Industry Partner: larger employer perspective: They would use the basic programs before Google Apps Suite.
- Industry Partner: Legal sector does not use google apps for confidentiality reasons.
- Fast-track semester/year completion, explanation. Feedback?
  - The board thought this was a good idea.
  - Industry Partners: Business Speakers would be a good idea to incorporate as a supplement to a fast-tracked year
- Honors Transfer Program, explanation. Feedback?
  - Does Honors designation mean anything?
    - Industry Partner: Says it is another validation, but not necessary and not a deal breaker.
  - Would you prioritize a specific certificate or honors?
    - Answer: Specific Certificate much more useful.



- Do you hire more candidates from CSU or UC?
  - Industry Partner: It doesn't matter re: legal field.

## V. General Advice - All

- Salesforce? Is it worth training our students in this?
  - Industry Partner: - It is very specific.
  - Industry Partner: - We use it, very important. It is key for success. Used very frequently in sales.
  - Industry Partner: - It is used everywhere, a working-level familiarity is very useful, but not a deep knowledge.
- Any other specific software you suggest we use?
  - Industry Partner: - All CMR system familiarity helps with all others. Dropbox/box familiarity is useful. Quickbooks is still dominate re: ACTG
  - Industry Partner: Forecasting software would be usable; Adaptive.
  - Industry Partner: Welldocs, Billing software, Timestamps.
  - Industry Partner: SEO important to incorporate into marketing, particular use.
- Industry Partner: Suggested Sales and Sales MGMT class or certificate, agreed upon by all other members.
- Industry Partner: International Business could be a good area for growth.
- Industry Partner: Business Ethics course could be incorporated into business leadership.



- Industry Partner: How to fund a business would be a good area to explore
- Industry Partner- Is there anything on personal branding?
  - The career center focuses on this, but could be incorporated into other programs.
- Industry Partner - Financial Institutions train people not as well as they used to. Commercial Loan training could be valuable. Ratio analysis, there may be entry level positions for this type of work.
  - Santa Rosa has a banking and lending program just starting.
- Industry Partner - Suggested expanding business legal knowledge; IP law, contracts, state legal issues, inc vs llc, contracts.
- Industry Partner - Industry needs better understanding of employment law.
- Industry Partner - Design Your Life at Stanford teaches this class.
- Industry Partner - Personal Finance would be a good class for students, as well as financial literacy.
- Business Hub Update - Leonor
  - Business Hub should be opened by Fall 2018. A workshop form may be the best way to teach some of these specific skills.
  - Zoom Technology for workshops hosted in the Business Hub.
  - Industry Partner - This business hub could function as an incubator, reaching out to the community with this space would be useful.

## **VI. Student Business Club – Students**



- Student: - Business Club Treasurer; Guest Speaker event “Elevate Beyond” went well, very interactive.
- Student: - The club grew a lot and had lots of changes from the year before. More guest speakers, community service (Thanksgiving food drive), Federal Reserve Trip in the works for next semester, leadership development
- Snack Cart - Rolling fundraiser; limited as to when they can have the business.
- Industry Partner: Suggests CSM and Canada Clubs working together on a project or event

## **VII. Final Thoughts**

- Sales + Salesforce/CRM, Data Analytics, Leadership Development.
- Industry Partner - take a look at Golden Gate University and their programs/course offerings, specifically their data programs
- Industry Partner - Dashboards + Big Data, those are skills to explore and develop.
- Industry Partner - Students don’t learn some of the basic programs because they didn’t see the real-world application or some of these applications. Changing teaching method to process/project. Incorporating all the skills necessary in a project.
- Brandon - Capstone class suggestion for a certificate.
  - Could be applied to bookkeeping certificate
  - Could be applied to Project Mgmt



- Industry Partner - Interviewing skills and teaching students how to demonstrate the skills they learn and hone.