



# Advisory Committee Minutes: Business, Management, Marketing, BIP

Monday, October 24, 2022  
Zoom  
Time – 6:00 pm – 7:00 pm

**Type of Meeting:** Annual Advisory Committee Meeting

**Committee Members:**

- Kent Moser, AVC Business and Computer Studies Department Chair*
- Kathy Osburn, AVC Faculty*
- Jimmie Bowen, AVC Faculty*
- Megan Owens, AVC Adjunct Faculty*
- David Adams, AVC Faculty*
- Gabrielle Poorman, AVC Faculty*
- Bob Broad, local business owner*
- Candace Beck, City of Palmdale Human Resources Specialist*

Items	Person	Action
I. Introduction and purpose of Advisory Committee	Kent Moser	
II. Review and discussion of AVC Business, Management, Marketing, and Business Information Professional programs	<i>All</i>	<p><b><u>Issues Discussed:</u></b></p> <p>Antelope Valley College Business and Computer Studies offers two associates degrees in business, one business certificate, one associates degree in business information professional and three business information professional certificates.</p> <p>Both Candace Beck and Bob Broad agreed that a certificate in marketing and a certificate in management would benefit both students and local employers. Additional certificates would aid in students gaining employment and would aid employees in upward mobility in the workplace.</p> <p>Local employers stated that our Business Information Professional program offers students the skills they will need in the workplace including Microsoft Office skills, workplace communications, resume building, and telecommunications skills.</p> <p>There was a discussion regarding AVC's cybersecurity program and the necessity for all employees to be cybersecurity savvy in today's workplace.</p>

Bob Broad discussed the possibility of a paralegal program stating that he believes there is local employer demand for skilled legal assistants.

Candace Beck discussed the need for students to have professional experience to obtain employment. She indicated that the City of Palmdale would be open to an internship program with AVC.

Developing courses in supervision and ethics were discussed. Both Ms. Beck and Mr. Broad stated that the courses would be beneficial to students and to their employees.

Business etiquette was discussed, and all agreed that students need to learn skills in workplace communications and soft skills.

Developing a certificate for human resources technicians was discussed. Our local employer representatives believe this is a viable skill that would lead to employment in the local area.

A discussion regarding the need for typing skills took place with all participants. AVC does have typing courses in the Business Information Professional program and Mr. Broad emphasized the need for typing skills.

The need for a certificate in entrepreneurship was discussed. The local business experts in attendance agreed that there is a need and that an entrepreneurship certificate would be of great benefit to our students.

**NEXT MEETING DATE:** Fall 2023