**Business Advisory Meeting**

**December 7, 2018**

**Minutes**

**Location: West Orthodontics, Modesto, CA**

**Attendees:** Shelley Akiona, Nancy Backlund, Linda Kropp, Barbara Salerno, Patricia Wall, Roman Salazar, Nancy Sill, Gina Giannosa, Jeff Rowe, Shawn Vandergriff, Mary Ann Sanders, Bill Hudelson, Elizabeth Wight, Zack Zardo, Darin Gharat, Vickie Trask

**Call to Order: 11:30 am**

1. **Introductions / Meet and Greet**
2. **Purpose of Committee – Akiona**
   1. To connect the MJC Busad and Office education programs to the community through the Career Technical Education (CTE) curriculum, internships and relationships with local businesses with the goal of keeping trained and educated talent in the local Valley labor pool.
   2. We welcome a variety of business representatives, so please invite your friends and colleagues to join our advisory board.
3. **Elect 2018 – 2019 Chairperson – Akiona**
   1. Bill Hudelson, Senior Vice-President of Stanislaus Foods, elected Chairperson
4. **MJC Overview – Dr. Nancy Sill, BBSS Dean**
   1. We have two customers in this business – students and industry partners. If you have training and development needs in current employees and applicants, let us know so we can develop courses and awards to fill the gaps.
   2. Provided statistics on current MJC classes. We do not have traditional college student on our campus, so we need to design our programs, schedules and student services to best support them.
   3. Business Administration is the #2 transfer program at MJC, representing about 8% of total transfers of MJC students.
   4. Currently MJC is being led by Interim President, Steve Collins, with the Presidential search in progress. Have Interim Vice-President of Student Services coming in on December 1st.
   5. MJC Guided Pathways Initiative is in full swing. The goal is to set up a pathway for students to enter college with broad-based goals in a general area of interest. For Business, “Flexible 15” consists of courses that allow them to get a taste for Business and see if they like it.
   6. New funding model for the college consisting of Access (enrollments), Equity and Success Measures.
5. **Reports**
   1. Business Administration
      1. Staffing – Kropp
         1. Leslie Vaughan – new full-time tenure track instructor
         2. Shelley Akiona – tenured last spring
         3. Patricia Wall – will be tenured this coming spring
         4. Adjunct staff very involved with students; 4 adjunct instructors have been online certified in the last year
      2. Marketing / Program Promotions – Akiona/Kropp
         1. Retail Management Program (WAFC Certificate)
            1. Value of the program in the retail industry (Shawn V – Apple)
            2. Brochures, flyers, posters
         2. Website Redesign
            1. Help students find us and learn more about our programs
            2. Six major business areas / with offerings in each
            3. Includes contact and job outlook information
            4. Designed to be mobile friendly
      3. Short-term Certificate and Program Updates – Akiona/Salerno/Wall
         1. NEW Human Resources Skills Recognition Certificate
         2. NEW Customer Service Academy
         3. REVISED AS Accounting
         4. NEW Certificate – Accounting: Entry-Level Bookkeeper
            1. Deactivated Bookkeeping Certificate
         5. NEW Certificate – Accounting: Full-Charge Bookkeeper
            1. Deactivated AS Bookkeeping
         6. REVISED AS-T to better align with Stan State requirements
         7. REVISED AS Marketing to add a variety of elective courses
      4. Course Updates
         1. NEW – Busad 235 – Introduction to Entrepreneurship
            1. First section scheduled for Fall 2019
            2. Future certificate being considered
         2. Coming Soon – Social Media Marketing
            1. Will be added to AS Marketing
            2. May be listed as elective in other awards
   2. Office Administration – Backlund
      1. Staffing
         1. No changes in staff
         2. One adjunct now online certified and co-teaching with full-time staff
      2. Marketing / Program Promotion
         1. New Office Administration Center (OAC) Video
         2. New Office Administration Brochure
      3. Program Updates
         1. Deactivated Clerical AS and Certificate
         2. Updated Office Administration AS and Certificate
         3. Updated Accounting Clerk Certificate
         4. Added Introduction to PowerPoint to Office Support Certificate
         5. NEW Microsoft Applications Certificate (8 units)
      4. Course Updates
         1. Deactivated Advanced Word Processing and Desktop Publishing
         2. NEW Introduction to Adobe Acrobat
         3. NEW Introduction to Publisher and Productivity Apps
      5. Other
         1. Business Information Worker (State C-IDs)
            1. Designed for “work-ready” vs. transfer programs
            2. Similar to administrative worker, but applies industry-wide
         2. Office Administration Center is open most evenings to provide access to working students.
6. Informational Items
   1. Strong Workforce Grant Wrap Up – Akiona / Backlund
      1. May 2017 – November 2018 (18 months) grant
      2. Focused on curriculum redesign and student internships
      3. Initiated by request for interns from Elizabeth Wight, CEO Interfaith Ministries
      4. Zack Zardo built model program for internship programs in industry
   2. Business Club – Salerno
      1. Still going strong since its inception; guest speakers, community service
      2. Field trips to Federal Reserve and Apple Corporate Store – San Francisco
      3. Apple training webinars and field trip to Apple Retail Store - Modesto
      4. Akiona received Advisor of the Year 17-18; President and Club also honored
   3. Certiport Microsoft Office Specialist (MOS) Testing – Backlund
   4. MJC Career & Technical Education (CTE) Expo
      1. February 26, 2019, 9:00 am – 2:00 pm, Ag Pavilion, West Campus
7. Action Items
   1. ***Motion by Jeff Rowe to approve the following changes or purchases; Second by Elizabeth Wight; approved unanimously by the Business Advisory Board***
      1. Business Administration Approvals – Akiona/Kropp/Salerno/Wall
         1. Program/Course changes presented in Section 5.a.iii and iv;
         2. Maintenance of the following courses as transfer-level;
            1. Busad 200—Financial Accounting on Spreadsheet
            2. Busad 203 – Computer Accounting
            3. Busad 208 – Introduction to International Business
            4. Busad 209 – Import/Export Fundamentals
            5. Busad 246 – Retail Management
            6. Busad 249 – Business Internship
            7. Busad 274 – Human Resources Management
         3. Purchase of QuickBooks/Certiport
         4. Pursue California Tax Education Council (CTEC) course provider certification, which will require adding 1 unit (18 hours) of coursework to Busad 319 – Payroll Accounting
         5. Restructure Business and Management awards to more closely align with needs of today’s workforce so students can be prepared to earn a living wage upon completion
         6. Explore/create HR development certificate, Supervisory workforce retraining within Operations Management, Application development from the businesses, entrepreneurship and social media (not CSCI) side
      2. Office Administration Approvals – Nancy Backlund
         1. Program/Course changes presented in Section 5.b.iii and iv
         2. Explore/create Business Information Worker course and awards based on State CI-D’s
8. General Discussion
   1. Jeff Rowe – Workforce Development – job announcements rarely ask for AS; often ask for specific skills such as QuickBooks certification and MS Office certification
   2. Shawn Vandergriff – Apple retail has dropped their degree requirements; looking for certificates
   3. Nancy Sill – we are focusing on making students workforce ready so they can find a job they can live on while they continue their education
9. Next Meeting – Spring 2019 (Feb/Mar) – Akiona

**Meeting Adjourned: 1:30 pm**