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| **Break Out Session Name: Business & Entrepreneurship Notetaker:** Stephanie Allen | |
| **Date: Wednesday, April 27, 2022**  **Industry Contacts** | |
| Laura Dunphy, Department Chair & Associate Professor, Business – Moreno Valley College | Homa Aimen, CEO – The Black Swan Consulting |
| Marcus Anderson, Professor, Business & Entrepreneurship – Moreno Valley College | Karina Cocoletzi, President/VP of Real Estate – Moreno Valley Hispanic Chamber of Commerce/Altura Credit Union |
| Keith Gemmell, Business & Workforce Development Division Manager – City of Moreno Valley | Jose Gomez, Retail General Manager – Skechers USA |
| Joseph Gonzales, Associate Faculty & Disability Specialist – Moreno Valley College | Jason Kennedy, Makerspace Project Supervisor – Moreno Valley College |
| Donnell Layne, Director, iMAKE Innovation Center – Moreno Valley College | Rebecca Lomas, Regional Marketing Support – Fastenal Company |
| Joseph Murray, Laboratory Technician - Moreno Valley College | Angie Nett, Director of HR – Sorenson Engineering |
| Jarlath O’Carroll, CEO & Founder – Job Speaker | Andrea Stoll, Assistant Professor, Accounting – Moreno Valley College |
| Anna Timarong, iMAKE Innovation Center Student Employee – Moreno Valley College | Joseph Tormey, Director, Hospitality Management – CSU San Bernardino |
| Gabriela Trejo, Senior Financial Analyst – CSU San Bernardino | Vanessa Vizard, CEO & Founder – Vizard Marketing & PR |
| Sandra Worthan, Branch Manager – Altura Credit Union |  |
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| Stephanie Allen, Instructional Department Specialist – Moreno Valley College (Notetaker) | Alejandra Gutierrez, Student – Moreno Valley College (Notetaker) |
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| **Advisory Questions for Industry** | |
| 1. Ideas of how we can collaborate with our industry experts/business partners? How can we utilize your industry expertise at MVC (presentations, apprenticeships, filed trips, etc.)  * Workshops, presentations in clubs (provide support with competitions, etc.), training sessions * Mentoring/coaching opportunities * Non-credit course/certificate opportunities | |
| 2.How can MVC help with employee retention and upskilling?   * Continued exposure to online platforms so that they can better connect with customers/clients * Non-credit courses especially for those small businesses that do not have a HR department | |
| 1. What do you see as the next trend regarding employment at your company?  * Financial literacy/awareness * Government sector – grant writing, proposal writings * Becoming certified as a women/minority owned business * Data management, IT support and cyber security | |
| 1. What is your advice to a student that is going to interview with your company?  * Expect initial contact to be held over the phone (phone screening) but be prepared for in person interviews after * Understand the cultural values to determine if they align with their own values | |

* **Approval of Meeting Minutes – October 21, 2021**
  + Motion to approve via electronic vote after meeting
    - Joseph Tormey first
    - Marcus Anderson seconds
* **Program updates**
  + Entrepreneurship program launched spring 2022 – classes are full
    - Get certificate in 1 year – 4 classes
      * Condenses the program into a 1 year versus a two year
    - Course offerings during the 1st 8 weeks/2nd 8 weeks of the term
      * Current ENP classes are CSUSB transferable
  + Entrepreneurship Program: AS Degree
    - Voting later in the session
    - Transfer to CSUSB
  + Business & Entrepreneurship Club
    - Launched in 2021
    - Professors Marcus Anderson and Robert Mason
  + 2nd Annual MVC Pitch Contest
    - Tuesday, May 17th via Zoom – Cash prizes for the winners (1st, 2nd, 3rd)
    - Will have a post competition event on campus
    - Professors Marcus Anderson & Robert Mason
  + Non-Credit Courses – 2022
    - Doing a rotation of courses that are most in demand
      * Certificate Offerings
        + Workplace Essentials
        + Emerging Leaders
        + Customer Relations
        + Financial Literacy
    - Want to collaborate with our business partners in order to tailor our courses
    - Can offer other courses/certificates that are listed on the Extended Learning site (<https://extendedlearning.rccd.edu/>)
  + Industrial Automation
    - Curriculum is completed
      * SACA Certification – Introductory Certification C-101
    - Equipment purchased – plan on launching in spring 2023
  + Commercial Driver’s License – Future
    - Most in demand career in the Inland Empire; well-paying at $60K
    - Currently CDL schools $8K for students
    - Increase student access to higher paying positions
    - Create pathways with apprenticeship programs with industry partners
    - Opportunity to start your own business – featured story in RCCD
* **Introductions**
  + Joseph Tormey – Program Director, Hospitality Management – CSU San Bernardino (Palm Desert location)
    - Happy to see students back on campus and in person
    - Wages have gone up and demand for hospitality management positions, tourism in the area has increased
  + Donnell Layne – Director, iMAKE Innovation Center – Moreno Valley College
    - How can the iMAKE assist our business partners
      * Data management and artificial intelligence
        + Increase profit margin; be able to better compete
        + Approved to use ESRI (mapping and layering). Potential to train our students, local in the Inland Empire and ESRI is planning to double the employee base

ArcGIS Online [esri\_ArcGIS Online](https://www.esri.com/en-us/landing-page/product/2019/arcgis-online/overview?gclid=Cj0KCQjw06OTBhC_ARIsAAU1yOWYB0TpyQG16tVnR9YG2OmuAECX6pWnqQ6tnRvrKPNWyS6CPdBM92YaAuMoEALw_wcB&adumkts=product&adupro=ArcGIS_Online&aduc=advertising&adum=ppc&aduSF=google&utm_Source=advertising&aduca=arcgis_online_promotions_demandgen&aduco=DPM_OLP_Analysis_ArcGIS&adut=DPM_PPCBrand_ArcGIS&aduat=contact_request&adupt=lead_gen&sf_id=7015x000000iS1fAAE&ef_id=Cj0KCQjw06OTBhC_ARIsAAU1yOWYB0TpyQG16tVnR9YG2OmuAECX6pWnqQ6tnRvrKPNWyS6CPdBM92YaAuMoEALw_wcB:G:s&s_kwcid=AL!8948!3!435340809252!e!!g!!arcgis&_bk=arcgis&_bt=435340809252&_bm=e&_bn=g&_bg=101535483299&gclsrc=aw.ds)

* + Alejandra Gutierrez – Student (Computer Science)/Student Employee at Makerspace – Moreno Valley College
  + Jason Kennedy – Supervisor for Makerspace program – Moreno Valley College
    - Eric shared some updates in the main session; active in the local community with workshops and other learning opportunities. Follow MVC iMAKE Innovation Center on Social Media and register for workshops: <https://linktr.ee/imakeinnovation>
      * Series of 6 workshops for Cricut
      * Data science workshop beginning shortly
      * eSports tournament
      * Summer-virtual STEM camp; local community active.
      * Virtual reality, augmented reality
  + Sandra Worthan – Branch Manager - Altura Credit Union
    - Financial literacy for students and has partnered with the college. Reaching out to the younger population when they begin managing their finances and safety with securing their accounts. Scans-making people aware of safety issues.
    - New accounts with entrepreneurships and business banking accounts
    - Programs through the credit union as resources for members; free services
  + Rebecca Lomas – Regional Marketing Support - Fastenal
    - Industrial supply chain; handle talent acquisition and onboarding in southern CA
      * One of the operations managers went through the CTE program
    - Students are learning the soft skill of working in Teams, Zoom, etc. that is not something always learned in the classroom. A lot of hybrid classroom experience and students already know how to use the platforms to interact with the customer. Very valuable experience from the pandemic.
    - Works with business clubs at colleges and universities.
      * Provide sales competition or fast selling (spin selling). Two lectures and then competition day. Compete for scholarship money. Supply chain and total cost of ownership competition as well.
    - Small portion of time doing over the phone or teams for interviews. Moving back to in person. Heavily customer facing and prefer the interaction in person. Important that the candidates are familiar with the cultural values. A good fit both ways.
  + Homa Aimen – CEO - Black Swan Consulting (Homa.Aimen@gmail.com)
    - Financial literacy; with credit repair and improving your credit score. Checking for identity theft and what else applies in the credit report that impact the credit score. Added this program in to help small business, students, etc. How to really get educated, not only about managing your money but managing your life. How to improve to secure small business loans.
    - Willing to do presentations, provide workshops, etc. and different resources (eBook) that are available.
  + Joseph Murray – Laboratory Technician, iMAKE Innovation Center – Moreno Valley College
    - Help people to become entrepreneur or creatively assist with beginning a small business
  + Andrea Stoll – Assistant Professor, Accounting – Moreno Valley College ([Andrea.Stoll@mvc.edu](mailto:Andrea.Stoll@mvc.edu) or (951) 571-6108)
  + Karina Cocoletzi – Vice President for Real Estate Lending/President – Altura Credit Union/Moreno Valley Hispanic Chamber of Commerce
    - Rates are going up and there is no stop; how to make the dream of home ownership a reality. Only 33% of residents in Riverside County can purchase homes at the current purchase market. High demand and not enough housing available. Residents leaving to other areas to find affordable housing.
    - Opportunities to earn more income in order to become a home owner. 67% cannot afford at this time. Rents continue to rise
    - Business side – excited to see the catalog growing for non-credit courses. Helps the small businesses as they don’t have a HR department but can still provide training opportunities to their employees.
  + Marcus Anderson – Professor, Business & Entrepreneurship – Moreno Valley College
    - Currently writing up a proposal for Associate degree in Entrepreneurship
  + Jose Gomez – Retail General Manager - Skechers USA Retail Division
    - With hiring practices, have did a lot of Zoom in the past and now back in person. Similar to Fastenal. Pre-screening over phone first and then in person interview. Need for data management and IT support as well as cyber security.
  + Keith Gemmell – Business and Workforce Development Division Manager – City of Moreno Valley
    - Business retention, find training and connecting employers with employees
  + Vanessa Vizard – CEO & Founder - Vizard Marketing & PR (Vanessa@vizardpr.com)
    - Full service marketing and PR agency.
    - As a business and entrepreneur, they bring on interns but would benefit with those that have experience with doing business with the government or the city (ex: water district). Government is the biggest purchaser in the economy and it would be beneficial for the skill set of grant writing, proposal writing, how to get certified as a women business or minority business, etc. Love to see some workshops to help with these skill sets for the students and in the community. Employees do get some training but would like to see the workforce have these skills.
  + Joe Gonzales – Adjunct Instructor, Business & Computer Science/Disability Specialist – Moreno Valley College
  + Anna Timarong – iMAKE Innovation Center Student Employee (3 years) – Moreno Valley College
    - Likes working at the iMAKE Innovation Center as it helps to become very creative. Actually, a nursing student but has learn to code and to be able to show creative side. Laser printers, Cricut, etc. Provides some skills as a backup opportunity and career as well.
  + Gabriela Trejo – Senior Financial Analyst – CSU San Bernardino
    - Working on many initiatives to better teach in the hybrid mode. Faculty weren’t up to date with technology and to get them on board for the online environment. Transition to teaching online from in person. Technology initiatives to transfer students
  + Angie Nett – Director of HR – Sorenson Engineering
    - Hiring practices – starting a new initiative to reach out to business students that might be interested in a career in manufacturing. To be mentored by the COO for operations management. A glimpse of the manufacturing world and a possible career opportunity. 540 employees currently
  + Jarlath O’Carroll – CEO & Founder – Job Speaker ([Jarlath@jobspeaker.com](mailto:Jarlath@jobspeaker.com))
    - Help employers connect with students; learn skills to be employed with employers. Make sure that they are prepared and ready to work and can articulate their skills.
    - Reach out if there is any interest for a training session. Also, any suggestions on how to improve the platform
* **Voting for AS in Entrepreneurship**
  + Motion to approve to move forward
    - Karina Cocoletzi first
    - Joe Gonzales seconds
* **Final Notes**
  + Areas to consider
    - Financial literacy
    - Getting into the government sector
  + Pitch competition
    - Connect the winners with the community and industry partners after they’ve won, possibly at the on-site event. Any ideas?
      * Align them with a mentor in the industry or career path
      * Coaching calls with industry partners, entrepreneurs and within the college
        + Reward in addition to the cash prizes for 1st, 2nd, 3rd prize winners
  + Rytr is an AI writing assistant that helps you create high-quality content, in just a few seconds, at a fraction of the cost <https://rytr.me/>