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| **Break Out Session Name: Business, Management, Marketing, Real Estate and Accounting**  |
| **Date: October 23, 2019 Industry Contacts** |
| Name & PositionBelinda Flores, Counselor  | Name & PositionGabriela Guzman, CSUSB Financial Services |
| Name & PositionPatti Ellis-Greenberg, Business Manager | Name & PositionBen Clymer’s, Chief Financial Officer  |
| **Advisory Questions for Industry** |
| What is moving and changing in your industry?Lawsuits can be served via social media. This is something that is new and needs to be looked into for further exploration. Automotive industry – Bluetooth is recording every conversation even though it is turned off. The factory gets the data and the activity of the vehicle. ADOS is the new system of automation that makes the car brake and drive on its own. There is a new need for a trained workforce that knows how to work on these systems. Advanced composites and materials are needed to make cars lighter yet have the technology components to run the automated systems. Insurance costs and estimators are now having to keep up with the technology and the costs associated with damage. Damage/insurance estimators can make up to 100 k a year. Car industry is way more technical now.  |
| What skills or practices have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?Automated systems installed in vehicles are now a standard in all new models. Students need to be trained in compliance and the changing regulatory environment. Many businesses have to continuously comply with new laws and regulations.  |
| What foundational/technical skills are necessary for entry level positons within your industry?Getting students very familiar to computers. Students will need to understand car codes that diagnose damage and malfunction. Students need to know early on what they want to do in business. Experience in multiple departments of a business is preferred because students will have better clarity on their skills and interests. Students also need to understand the dangers of technology: cyber hacks.  |
| What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.? Business would be interested in an internship offering for automotive industry. Students need to know the reality of social media influencers. Social media is a 24-hour job that require s understanding of algorithms, video production, editing, target audience, etc. Streamline client advertising for social media platforms: Google, Yelp, Sprout2020 – Political advertisers are going to change rates for all platforms – radio, tv, social media, etc. Businesses need to lock in prices before they skyrocket due to elections. Advertising is no longer focused on gender specific advertising. New generations are attracted to more gender-neutral advertising. Industry highly advises that students do not sign up for “tic tok.” Tic tok is owned by a Chinese company that owns all rights to posts.  |
| What types of training, education, certifications, or credentials are desirable for entry-level positions in your industry? Looking for students who are ready to learn. Internships or prior learning is preferred for entry-level positions. Incumbent workers have a need to update their technical skills.  |
| To give students/graduates an advantage, what needs to be added into our program to get them hired?Automotive: most hires come from internal recommendations. More connections to industry are needed. Students need to recognized that any type of work experience is good experience (paid or non-paid).  |

* Patti’s name is misspelled in the prior meeting notes – please update
* Add Gabriela Guzman to the business workgroup for future meetings
* Cheryl needs to be added to 4th break regarding the non-credit program (only mentions Laura) – in previous meeting notes
* 6 abstentions - Minutes approved
* Facilitator asked for prioritization for noncredit courses. Group proposed the following priority courses:

Social media for business

Accounting

Workplace essentials

Business Information Worker Certificate (Cheryl):

* Everything that is non-credit will be 800
* Classes very similar to some of the courses offered in non-credit

Time Management Certificate: Overview (Cheryl):

* 3 classes – Business skills, time management/professional self-management, critical thinking/problem solving
* Cheryl described how students need instruction on professional attire and professionalism

Question: Can courses can be taken concurrently? Courses can be taken concurrently except for accounting.

Question: Does the college have capacity? Yes, non-credit allows for summer/winter and weekend courses.

Current top Code not the best for the Business Information Worker- M. Goss recommended Top Code – 051400
Ben: employers would like to have their employees get a certificate.

James: Will social media course involve the fact that lawsuits can be served via social media?

Gabriela: Youtube needs to be a part of the instruction so that it better connects to students.

Motion to approve: Ben (first), Gabriela (second) – all approved.