

Business Discipline

Advisory Board Meeting

May 12, 2022

12:00 pm – 1:30 pm

MINUTES

Meeting started at 12:09 PM.

Attendees:

12:00 pm – 12:30 pm Welcome & Enjoy Lunch! (Dr. Shari Yates, Dean, CTE)

Laneshia welcomed the group. Shari gave welcoming remarks. Laneshia invited the guests to lunch.

12:30 pm – 1:00 pm Introduction of Board Members & Faculty Members

Laneshia started the introductions at 12:40 PM. Everyone introduced themselves.

Updates and Board Member Approval Votes

Laneshia gave the introduction and presented the power point, attached to the minutes. Ajene and Chie discussed how we will move forward with the Advisory Board contributions. We will email the board our ideas, thoughts, and concerns before we move forward to ensure we are serving our students and addressing any gaps in our programs. LJ discussed the programs designed for employability. Chie discussed the Global Business program, specifically the 5-course certificates and industry certification to ensure students achieve a milestone that is industry-related before they achieve their degree that takes a minimum of two years. Kinnari discussed the partnership with the American Management Association partnership. RCC is one of only two colleges (period!) in the nation who is offering the AMA certified professional course, then the student can sit in for the certification that is both industry and globally recognized.

Accounting Program

Jennifer and Aubrey discussed the updates to the accounting program to include VITA, CTEC, the QBO Certification exam, and starting the Pathway to CPA and CMA.

Tami Sipos made a motion to adopt ACC 67, Frank Rangel seconded. No opposition/abstentions/discussion. We have unanimous agreement to adopt the course. Motion carried.

Entrepreneurship Program

Ajene discussed the new Entrepreneurship course for transfer and distributed the Course Outline of Record.

Eric noted the value of this course for an entrepreneur. Teri mentioned the need to implement a class to teach students how to secure funding for their business. Ajene noted that this course will be developed.

Eric Brummell made a motion to approve. Frank seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

Business Program

* Kinnari discussed the MAG-40 replacement of MAG-51. Kinnari discussed using the AMA “Book of Knowledge” and its continual updates in the course. Jeff Becker added to the discussion and the need for a management certification. He noted that the feedback was extremely positive. The certification gives students the components for managing the business.

Kinnari and LJ asked for a vote.

Teri Parker asked where finances are covered. Kinnari and Jeff discussed where financial acumen is covered. Jeff specifically discussed where the Book of Knowledge covers finance – under “Business Acumen” and “Financial Intelligence” and discussed the details, including budgetary strategies. Chie noted that in all of the courses, business finance is discussed. Kinnari discussed accounting embedded in the introductory business course. Ajene noted that if we rewrote our personal finance class, the Cal States would use it as a GE course. Eric noted that he outsourced the accounting in order to focus on the core of his business. Teri and Alicia noted the importance of accounting.

Frank Rangel made a motion to approve replacing MAG-51 with MAG-40. Tami Sipos seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

Management Program

* Kinnari discussed the management certificate updates and replacing MAG-44 with MAG-40.

Kinnari asked for a vote.

Teri Parker made a motion to approve replacing MAG-44 with MAG-40. Alicia seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

Marketing Program

* Chie discussed the new course MKT 25, Marketing for Professionals. She is proposing using the AMA’s Book of Knowledge and creating a course called Marketing for Professionals.

Teri asked for clarification on the courses and when a student may leave and come back to finish their certificate.

Chie asked for a vote.

Frank Rangel made a motion to approve. Tami Sipos seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

LJ asked for a motion to extend the meeting by 10 minutes. Frank made a motion to approve, seconded by Tami Sipos. Approved unanimously.

* Chie discussed the 5-course certificate and approving MKT 25 to replace Principles of Marketing.

Chie asked for a vote.

Teri Parker made a motion to approve. Frank Rangel seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

* Chie disussed the A.S. Business Administration, with a concentration in Marketing and inclusion of MKT-25.

Chie asked for a vote.

Tami Sipos made a motion to approve. Frank Rangel seconded. No opposition/abstentions. We have unanimous agreement to adopt the course. Motion carried.

Paralegal Studies & Pathway to Law School

LJ discussed the updates in the Paralegal Studies and Pathway to Law School. Pathway to Law School and the various partners, including the new undergraduate partners – Cal States San Bernardino, Bakersfield, Sacramento, and Fresno.

LJ discussed the new programs and the newly approved specialty courses. Ajene noted the inclusion of the Cyberlaw courses.

Ajene redirected us back to the Entrepreneurship course.

Introduction of Board Led Model Programs

In the future, we will meet in our specific groups and come together as a board.

Next Board Meeting Date TBD.

We adjourned at 1:37 PM.