



Business Advisory Committee

DRAFT Meeting Minutes for Friday, October 7, 2022

8:00 – 9:30 AM

Recording Link – https://collegeofthedesert-edu.zoom.us/rec/share/3pj9ovIGAJhBNtxziBYRfAKnwFHm5wBJtItYbkHf7KemFPILk7uG2um3TCuDpm3z.1v7b2pc28m_8jyH?startTime=1665155265000

1. Call to Order - Introductions/Welcome

2. Action Items

- 2.1. Approve agenda
 - Approved, as presented, unanimously.
- 2.2. Approve minutes
 - Approved, as presented, unanimously.
- 2.3. Approve business curriculum (see **Discussion 3.2** for details)
 - Marketing: Motion to approve a development of a Marketing Program. Approved by Kristen Dolan. Seconded by Laura James. Vote unanimously to approve
 - Accounting: Motion to approve changes in the Accounting Program. Approved by Kristen Dolan. Seconded by Laura James. Carried unanimously
 - Project Management: Motion to approve. Approved by Andrea Staehle. Seconded by Laura James. Carried unanimously

3. Discussion Items

3.1. Industry trends/Labor market information

3.1.1. Labor Market/Survey presentation (See full presentation attached)

- Committee was provided a data based to the Inland Empire Workforce Demand Assessment report. Information included regional demographics, job growth rates, average job openings, and growth expectations for Business & Finance and Marketing & Sales. Overall, growth is expected for those with community college education. Frequently sought soft skills are in the areas of planning, communication, organization, collaboration, and problem solving.
- Results were also presented based to the survey sent to the committee. Business professionals provided feedback on business challenges, state of the local workforce, gaps in new hires, emerging industries, and programs/courses that should be added.

3.1.2. Committee observations and input

- Committee would like more information on internship opportunities.

3.2. COD Business Program overview and updates

- Marketing: There is a significant need in the region.
- Accounting: Updates done to change the way courses are delivered. Added the ability to receive Associate degree in Accounting along with a Business AST. Allowed student to move into program once certificate received.
- Project Management: Develop a Project Management training in conjunction with the creation of a credit Project Management course leading to a certificate.

3.3. Discussion on sector-specific needs & employment skills

- Finance/Financial Management: Ther is a need for soft skills training, networking, and instruction that includes mentoring.

- Marketing: Should include profit and non-profit; digital marketing, students need to know their audience and know how to reach that particular audience.
- Project Management: Skills are universal, and help business owners to understand what is meant by project management. There is a lack of understanding of what completing a project entails and the need to train employees in this skill.

3.4. Program equipment and software needs

- One Drive Training
- HR AIS System – Paylocity

3.5. Opportunities to connect with COD students

3.5.1. Handshake

- Employers can post open positions; part-time, full-time, internships. There is a weekly notification with “hot jobs” that are available. Employers will also be seeing notifications from the Career Center regarding Career Fair.
- Work Experience Web Page – Employer Information for questions and answers regarding internships. Always looking for feedback from employers regarding the student in regard to the internship

3.5.2. Career Connections @ COD

- Event can be virtual. If employer is interested, the Career Center will promote the event. Student can interview on the spot.

4. Good of the order/Open discussion

- Discussion on the addition of a Logistics/Supply Chain to programs for consideration at COD.

5. Adjournment

- Meeting adjourned at 9:30 AM

Next meeting: Some time in March. Date to be determined.

Attendees (18):

Ana Hernandez – Adjunct Faculty, Work Experience, College of the Desert

Andrea Steahle – Director of Human Resources, City of Palm Desert

Beth Allan-Bentley – Instructor, Business, College of the Desert

Beatrice Estamboly – Account Manager, CV Strategies

Brian Harnik – Attorney/Partner, Roemer & Harnik, Business Civil Law

David Marguleas – Owner, Sun World International

Edward Morrison – Owner, The Morrison Law Group

Gwendolyn Earle – Instructor, Business, College of the Desert

Jake Wuest – Market President, First Bank

Kate Anderson – Director, Public Relations, Agua Caliente

Kristen Dolan - Managing Director, La Quinta Arts Foundation

Laura James - VP of Innovation, Coachella Valley Economic Partnership (CVEP)

Pam Stegeman – Instructor, Business, College of the Desert

Pablo Ramero – Instructor, Accounting, College of the Desert

Ray Rodriguez – Owner, Casuelas Café/Cork Tree

Robert Holmes – Adjunct Faculty, Business, College of the Desert

Stefanie Pagela – Director of Human Resources, JW Marriott

Theresa Maggio - National Business Development Director, HR Advantage and The Competitive Advantage