



CTE General Meeting & Breakout Session
Business, Information Systems & Technology Advisory Meeting
Wednesday, October 9, 2019 5:30-7:30 pm
RCC Hall of Fame & Heritage Room
Business Breakout Session Minutes

Facilitated by Co-Chair: Laneshia Judon (ACC, BUS, MAG, MKT, PAL, RLE)

Faculty & Advisory Members present: Franciso Rangel, Mary Baez, Amy McKenzie, Joseph Wilcoxson, Kinnari Bhavsar, Bryan Boutwell, Chie Ishihara, Leslie Cunningham, Jodi Cohill

1. Working toward a MOU Pathway to MBA, in process :

The University of California, Riverside
Cal State University, San Marcos
Cal State University, San Bernardino

2. Exploring Articulation agreement with the Riverside County Office of Education/ROP

- a. Provided updates for an opportunity for secondary students to receive college credit and/or waiver of prerequisites for successfully completing college equivalent course work at the secondary level.
 - i. Marketing 20/Principles of Marketing/RCCD Course
 1. Equivalent course at secondary school
 - a. RCOE Retail Merchandizing and Principles of Marketing (2 semesters)
 - ii. Course would be taught by secondary faculty.
 - iii. Determination if feasible to teach the course.

Members supported this idea and possible articulation.

3. Programs/Certificates for Approval

A. International Business-Chie:

The plan is to become a Certified Global Business Profession Training Center. We began the alignment of classes for NASBITE Accreditation.

Courses of Certificate

BUS 10 Introduction to Business
BUS 40 International Business
BUS 43 International Marketing
BUS 46 Global Trade
BUS 48 International Management

Opportunity to be certified as "global professionals," in this area. Certification also provides for the opportunity to be a testing center for other professionals.

Chie Ishihara passed the test and is now a certified professional in this area. After 2 years of (record) graduates from the program, and passing the test, RCC BIST will be in a position to offer the testing at our college.

Advisory Board Action: Requested a vote and approval for RCC converting the International Business Locally Approved Certificate to be State Approved, modify and offer the courses with the new standards, and offer the mirror noncredit courses to the NASBITE standards (Bryan Boutwell/Mary Bae)/MC

Exploration of the following in queue:

Contract law; particularly for contractors
Salesmanship (law & skills)

Members approved of moving on the concept and courses.

Professional Development Series and Entrepreneurship (new noncredit courses) may be a venue to cover some of the areas. Sample of some of the courses discussed and reviewed:

PDS 816 Personal Finance
PDS 817 Financial Future

Certificate: Social Media for Business

ENP-801 Facebook for Business
ENP-802 Pinterest and Instagram for Business
ENP-803 YouTube for Business
ENP-804 Twitter for Business
ENP-805 LinkedIn for Business

Certificate: Sales Techniques

PDS- 814 Closing Techniques that Win the Sale
PDS- 815 Winning Sales Scripts

Certificate: Emerging Leaders

PDS-801 Leadership Skills
PDS-802 Supervisory Skills
PDS-803 Increasing Productivity
PDS-804 Motivating Yourself and Others

Certificate: Workplace Essentials

PDS-808 Critical Thinking, Problem Solving and Decision Making
PDS-809 Business Writing in the Technological World
PDS-810 Time Management
PDS-812 Workplace Communication Strategies

Certificate: Enterprise Communication

PDS- 812 Workplace Communication Strategies
PDS- 809 Business Writing in a Technological World
PDS- 805 Difficult Conversations
PDS- 806 The Art of Negotiating and Collaborating
PDS- 813 Best Practices in Customer Service
PDS- 807 Personality Styles and Difficult Relationships

Certificate: Customer Relations

PDS-813 Best Practices in Customer Service

PDS-806 The Art of Negotiating and Collaborating

PDS 807 Personality Styles and Difficult Relations

4. Pathway to LAW Information items

- A. Update: Presentation at the Riverside City Chamber of Commerce (October 8, 2019)
- B. Update: Law Scholars currently at UC Berkeley, UC Davis, UC Irvine, UCLA & Cal Poly
- C. Notice: Law School Forum is November 15-16, 2019. Anticipating 20-25 students for trip
- D. *Executive Director of Cal LAW*: Discussion of Pathway to Law School updates and Summit, February 2020.
- E. Update: Continuing curriculum for *Self-Help Legal Aid Assistants*, ongoing:

Family Law

Bankruptcy

Unlawful Detainer

Probate

Criminal Law

Notary-new

5. Pathways to Law Open House: Tentative: May 15, 2020 from 9:30-1:30 pm

Legal Panelist (Law School Representatives, Judges, Immigration Attorneys, Assistant District Attorneys from the Riverside DA's Office, Legal Document Assistant Offices)

Some members informed of their willingness to participate on the panel.

6. BILT (Business and Industry Leadership Team)

Members were updated on moving forward with the model of advisory members "co-leading" our programs (listed below) and driving our curriculum with future industry trends and needs. Members were also asked to support by being mentors for students. Many agreed to become mentors.

Discipline areas of business:

General Business

Accounting

Management

Marketing

International Business

Entrepreneurship

Human Resources

Paralegal (and Pathway to Law School)

Real Estate

Submitted by L. Judon