

***School of Business and Applied Technology***  
***2018-2019 Advisory Meeting***

MACC 208

May 3, 2019

9:00-11:00 am

Attendees:

Dave Karp (Coordinator and Full-Time Faculty, Chaffey College)  
Thierry Brusselle (Full-Time Faculty, Chaffey College)  
Rebecca Ehrnman (Career Transition Articulation, Chaffey College)  
Dena Mangini (Job Developer, Chaffey College)  
Tara Johnson (Full-Time Faculty, Chaffey College)  
Abel Chen (Full-Time Faculty, Chaffey College)  
Vanessa Thomas (Associate Dean, Business & Applied Technology)  
Shensa Rodrigues (Student Alumna)  
Alyssa Garnica (Hawaiian Springs Water Marketing Coordinator)  
Victoria Seitz (CSUSB Marketing Department Chair & Professor)  
Eric McLaughlin (Principal, MB Healthworks LLC)  
Lonzi Johnson (Entrepreneur)  
Jay Jackson (The Galaxy Group)

- I. Call to order at 9:15am.
  - a. Coordinator Dave Karp- Welcome and thank you for being here today. No specific theme this year. We have numerous items to discuss: logistics, developing marketing courses, AS Degree, certificate in Marketing. Developing Management/Supervision courses, revising Real Estate Courses and exploring the creation of a Health Care Management Certificate.
  - b. Associate Dean Thomas- Welcome to all employers and guest in attendance, you will see we have been redesigning the Strong Workforce program. We are working to align the programs to the needs of the community. Thank you for being here.
- II. Introductions
  - a. Everyone introduced themselves in the room and their backgrounds.

### III. Department updates

- a. The International Business Degree and Certificates were approved by the Chancellor's office and are now live.
- b. Professors Chen and Brusselle created the International Business Pathway Program via a grant awarded by the California Department of Education to participate in the Career Pathways Curriculum Institute in Sacramento, CA.
- c. All BUS classes were activated as Distance Education ready.
- d. We have revised/updated BUS curriculum.
- e. We have hired a new faculty member Tara Johnson, she will be working with the faculty for logistics and entrepreneurship.
- f. Measure P was approved and the business department is slated to get a new building.
- g. We have been growing all of our programs. We have moved Real Estate and Logistics online.

#### I. Logistics Curriculum

- a. Our logistic program is growing. We have an articulation with California State University San Bernardino (CSUSB) and two of our courses articulate when the students transfer. The students gain credit for the courses through credit by examination. CSUSB has asked us to articulate another course. We plan to develop an Intro to Logistics course that will be in partnership with CSUSB and Cajon High School. The course will be available to Cajon students through a \$50,000 grant awarded by Amazon. Cajon was the first school to receive a \$50,000 grant from Amazon for logistics. The committee voted unanimously to continue to have an ongoing partnership with CSUSB and to develop a partnership with high schools in the Inland Empire.
- b. The Advisory Committee discussed the critical role Logistics plays in the Inland Empire, where 1 out of 4 jobs are in logistics, warehousing, and distribution. Alyssa Garnica stated this is a great idea that will enable students to learn the basis of logistics for the work capacity. The Advisory Committee agreed unanimously that Chaffey College plays a vital role in the training and credentialing of students in this critical sector. The advisory board voted to articulate an Intro to Logistics course with CSUSB. Articulation approved: Vote Yes: 12; No: 1.
- c. Committee member Lonzi Johnson recommended Chaffey College to create more articulation agreements for Logistics courses with high schools. It was

also suggested for more of these courses to be available via distance education. The advisory committee agreed unanimously to move forward with the agreement and to further engage with more local high schools.

- a. Associate Dean Thomas- There is a big push to make the Inland Empire (IE) the big hub for logistics. Governor Gavin Newsom would like it to be the Silicon Valley for logistics. The hub will be in our district in Ontario. The committee unanimously agreed that Chaffey College should fulfill the role of lead provider for logistics degrees and certificates in the Inland Empire. Georgia Tech is playing the role for us as a consultant. They host a program that includes Logistics Innovation Centers. In collaboration, we would like to have center at the Ontario Airport. Companies seeking information on local resources and partnerships would visit that center in Ontario. Chaffey College is in the process of drafting an MOU, Chaffey has been selected to participate in the creation of the center.

## II. Marketing

- a. The Chaffey College Business faculty informed the committee of the recent updates made to the Marketing AS degree. Coordinator David Karp distributed the modified course descriptions and outline of records for the committee to review. **The committee made minor comments and unanimously agreed on the changes made to Chaffey College's Marketing AS Degree.**
- b. Coordinator Dave Karp reviewed the existing Marketing program and courses with the committee. For the AS degree the current core courses are:
  - BUSMKT40 Marketing Principles
  - BUSMKT13 Professional Selling
  - BUSMKT55 Advertising

For electives students choose two from the following list:

- BUS49 Business Decisions Using Basic Quantitative Tools
- BUSL435 The Law of Marketing and Business Competition
- BUSMGT11 Retail Merchandising and Management
- BUSMKT402 Introduction to Import/Export
- BUSMKT405 International Marketing
- BUSMGT40 Introduction to Management
- BUSMGT436 Introduction to Logistics Management

Dave explained the marketing certificate was similar. The core courses are:

- BUSMKT40 Marketing Principles

- BUSMKT13 Professional Selling
- BUSMKT55 Advertising
- BUSMKT405 International Marketing

For electives students choose two from the following list:

- BUS49 Business Decisions Using Basic Quantitative Tools
- BUSL435 The Law of Marketing and Business Competition
- BUSMGT11 Retail Merchandising and Management
- BUSMKT402 Introduction to Import/Export
- BUSMGT40 Introduction to Management
- BUSMGT436 Introduction to Logistics Management

- c. Coordinator David Karp explained that marketing principles is the foundation for other courses to be taken. He described the contents of each course.
- d. Next there was a discussion amongst the committee regarding potential new courses. Dr. Seitz discussed the resurgence of Experiential Marketing and suggested that the department add one class in Customer Service. Coordinator Karp then informed the committee that the department wanted the committee's opinion on the appropriateness of adding two new courses: customer service and social media marketing. Marketing subject matter expert Dr. Seitz agreed. The committee indicated that market demand for students with customer service and marketing skills is strong. After discussion, the committee voted unanimously to add customer service and social media marketing to the existing marketing curriculum. Coordinator Karp told the committee that the department would have to go through the curriculum approval process to make changes to the Marketing A.S. degree and certificate.
- e. Lonzi Johnson inquired whether the program would offer students the opportunity for experiential learning. He discussed his experience in the past working with Baldy View ROP, where students were involved in extensive experiential learning. He also suggested we recruit students for the program from the high schools. Professor Brusselle responded that each course includes current marketing content, but academic freedom allows each faculty member to determine how they will teach student what is required in the course outline of record. Some faculty do incorporate real world projects into the classes. For example, in the advertising class he has partnered with Chaffey's Institutional Research department to conduct marketing research and incorporate that research into a promotional plan for a college department. Eric McLaughlin and

Coordinator Karp both discussed the paradigm shift in marketing from billboards to digital advertising and media. Coordinator Karp informed the committee that the current curriculum is aligned with current industry trends.

- f. After discussion by the committee, Coordinator Karp agreed that Chaffey College marketing program could clarify the language in the program description of to improve students' understanding of the field of marketing and Chaffey College's marketing program.
- g. The committee reviewed Chaffey College's Management and Supervision Programs and agreed the programs are currently drawing students from local employers to enroll in specific classes for these programs.
- h. Principles of Leadership: Coordinator Karp explained that the department proposed to transform Principles of Leadership from a 2-unit course into a 3-unit course. Tara Johnson mentioned that other colleges offer the same class as a 3-unit class. Thierry Brusselle mentioned that teaching this class is demanding and requires a lot of group activity, etc. Modifying it into a 3-unit class will allow the correct amount of time to teach this course. Eric McLaughlin suggested adding the word "ethics" to the course description. The committee voted unanimously to modify the additional topics to the course and make a 3-unit course.

III. Real Estate: The committee voted to table Real Estate for next meeting.

IV. Health Care Management

- a. Eric McLaughlin reiterated that the Inland Empire is the "logistics capital of the United States" and that many universities have Bachelor and Master's degrees in Health Care Management. Coordinator Karp confirmed that we are investigating necessary components to potentially create a pathway.
- b. Eric McLaughlin informed the committee of the healthcare industry's need to address the issue of personnel with technical degrees shifting into management roles. He explained that clinical personnel who are advancing in their careers need an education in the business and management skills necessary to succeed in their new positions. He reiterated the need in the field for people with clinical knowledge to obtain the administrative skills to move into management positions. He recommended the creation of a focus group that would begin on the clinical side of healthcare for those that are looking to move their way up the hierarchy such as RN's and LVN's.

- c. The committee voted unanimously to support investigating the research of a healthcare management curriculum and to coordinate with the Chaffey College Health Sciences department.

Faculty extended its thanks to the committee for its hard work. The meeting was adjourned at 11:15am.