**Rio Hondo College Business Division**

**Business Management Advisory Committee Meeting**

**November 3, 2022, 1:30- 3:00pm**

[**Zoom 81050743060**](https://us06web.zoom.us/j/81050743060?pwd=TFZYQzhYTU5TaXVQd1d5VEdaVVVVZz09)

**Minutes**

**Attendance:**

**Committee Members:** Daniel Duran, Brian Mejeur, Seyka Mejeur, Ben Raju, Elianne Rodriguez and Michael Yu.

**Rio Hondo College:** Lisa Lewenbert

**Faculty:** Gene Blackmun, Eric Caesar and Marissa Young.

**Counselors:** Moises Perez-Martinez.

**Staff:** Jan Duncan and Gita Runkle.

## Welcome & Introductions

## Gita Runkle welcomed everyone and self-introductions were made by all.

## Review of February 17, 2022 Minutes

## Minutes were reviewed by all. No changes were requested.

## Dean’s Updates

## Enrollments

* + - Overall the department and college are still declining

## Student Success Team – Outreach (K12 & Rio), guest speakers, company tours, etc.

* + - Reorganized
			* Existing Roles
				+ Classified: Jan Duncan
				+ Counselor: Moises Perez Martinez and Vanessa Chavez
				+ Librarian: Brian Young
				+ Student Success Coach: Adam Bijelic
			* New Role
				+ Faculty Liaison: Marissa Young
		- Guest Speakers
			* Seyka Mejeur volunteered
		- Student Success Coach: Adam Bijelic
		- Outreach
			* Retention
			* Academic Support
			* Mental Health
			* Counseling Appointments
			* Guest Speakers
			* Company Tours
			* Internships

## Dual Enrollment

* + - College courses offered at High Schools
			* Expose High School students to college for the first time
				+ Students can earn Certificate of Achievement

## COVID-19 Updates – Masks, vaccinations Encouraged

* + - Requirements have been lifted and are now highly encouraged

## Apprenticeship Opportunities

* + - We’ve been approached by a few unions across the state who are interested in exploring Apprenticeships
			* Formalized Internship opportunity that takes place over a number of years with mandated on the job training hours and educational hours in a class.
			* SEIU Union contacted us to explore Office Assistant, Personnel Analyst and Staff Assistant Specialists.
				+ All in the area of an Office Worker and Human Recourses related roles.
* **Faculty Updates**
	+ Curriculum – Votes
		- Business Administration Certificate of Achievement
			* Eric Caesar proposes to create a new Business Administration Certificate of Achievement. The certificate will consist of the following Required Courses: Management 101; Introduction to Business, Business Law 110; Legal Environment of Business and Accounting 101; Introduction to Accounting. The Electives they can choose two from will be Accounting 102; Managerial Accounting, Management 208; Business Communications, or CIT 101; Introduction Computer Information Technology.
				+ Michael Yu motioned to accept. Daniel Duran second the motion. None

were opposed. No abstentions. All were in favor. Passed unanimously.

* Michael Yu – Serving as President of LA Cargo Association. Currently there are two certificates in high demand in the area of Logistics. There is the Custom Broker- that requires passing an exam and the Dangerous Goods.
* Daniel Duran volunteered to be a guest speaker

## Management 144 International Banking & Finance

* + - * Marissa Young proposes to remove Management 144 International Banking & Finance from the catalog and replace the course with Management 147 Global Business & Cultures. This will also cover the International Business Management Associates of Science Degree and International Management Certificate of Achievement.
				+ Daniel Duran motioned to accept. Seyka Mejeur second the motion. None were opposed. No abstentions. All were in favor. Passed unanimously.
* Daniel Duran volunteered to be a guest speaker as well as connect us with other guest speakers.

## Marketing 1XX (# TBD) Digital/Social Media Marketing

* + - * Marissa Young proposes to develop a new course Marketing 1XX (# TBD) Digital/ Social Media Marketing. This will impact the Business Marketing Program.
				+ Seyka Mejeur motioned to accept. Michael Yu second the motion. None were opposed. No abstentions. All were in favor. Passed unanimously.
			* Michael Yu – Suggest along the line of marketing for the user experience design look into a UX Design Introduction class. There’s a high demand in this field and has a salary of $130,000.00.

Gita Runkle – Santa Monica College created a UX Design Bachelor Degree.

## Title V Grant ($3M) Social Entrepreneurship

* + - Marissa Young announced we have been awarded $3 million for a 5 year grant.
			* Targeting High School students and 25 year old’s and above
			* Focus on Social Entrepreneurship & Invention Education
				+ Business Division has been hosting Entrepreneur Camp Rio every summer for 3 years

Creates a pathway for high school students to come to Rio Hondo College

* + - * + Develop a Social Entrepreneurship tract for a Summer Camp to create a bridge into to the Social Entrepreneurship Associate of Science and Certificate Program.
				+ This is tied to Massachusetts Institute of Technology (MIT)

Develop curriculum for minorities

* + - * Dan Duran - Suggest a strong community engagement beyond the students, such as entrepreneurs to mentor students.

Gita Runkle - We have reached out to the Universities to see if they’re interested in a Mentorship Program. If none are interested we can go out to the community.

Elianne Rodriguez - I run the LEAF Program at UCLA and offer all of my resources to you.

## Classroom Upgrades (Eric Caesar)

* + - B105 – Purchased mobile tables and chairs
			* Allows students to collaborate in group discussions
		- Conference Room setting
		- Create a dynamic learning envoirment

## Room conversions (Eric Caesar)

* + - Convert two computer rooms to accommodate both Business and CIT courses.

## Professional Development – Online Best Practices - Gene Blackmun

* + - Enhancements Courses
			* Canvas Studio
				+ Create your own videos within the format
				+ Discuss a subject captured in a video and post it to Canvas to bridge the gap with personal connectiveness to what’s usually a sterile envoirment

## Advertising/In-reaching – Gene Blackmun

* + - Grant funds for external marketing
			* Previous marketing
				+ Bus Tails
				+ Videos
				+ Hulu and Spectrum
			* Business Division rebranding classrooms and offices
				+ 25 foot long wall wraps
				+ Wall logos
		- The College has submitted to the state to fund a new building for the Business Division
			* + College would have to supplement the project with funds
				+ Six years or more to develop
* Additional Industry Input - Gene Blackmun

## Bachelor’s Degree Opportunity

* + - Exploring to create a Baccalaureate Degree Program to serve our community
			* Social Entrepreneurship
			* Digital Social Media Marketing
		- Elianne Rodriguez recommends creating a Social Entrepreneurship bachelor’s
			* Business Degree for Engineers and a Social Media Degree

## Industry Trends/Unmet Skills Needed

* + - Bachelor’s Degree

Seyka Mejeur – A degree focusing on Soft Skills would be valuable

* + - * + How to navigate relationships
				+ Understand the motivation of individuals
				+ Group projects
				+ Self-Starter

See a problem come up with a solution

 Dan Duran- Environmental Social and Governments (ESG)

* Business Leadership or Critical Thinking.

 Michael Yu- Lack of Warehouse Management employees

* Volunteered to facilitate a focus group
	+ Industry leaders
		- Safety Risk Assessments course
		- Degree or certificate

 Elianne Rodriguez - Tools needed to be an effective staff and team employee

* Calendar Invite
* Google Suite
* Leadership Skills
	+ Entry Level
		- Manage Up
		- Entrepreneurship
		- Agenda’s
		- Zoom Meetings

* **Closing Comments**
	+ Gita Runkle thanked everyone for their contributions to our program.
* **Next Meeting** - Fall 2023
* **Meeting Adjourned:** Gita Runkle adjourned the meeting at 3:30pm.