

Pasadena City College
Advisory Meeting Minutes

Division: Business and Applied Technology

Department: Business Administration

Date: Thursday, April 1

Time: 1pm – 2pm

Location: This meeting was held virtually via Zoom

Advisors in Attendance:

- Bret Thompson – Chef/Owner Pez Cantina
- Sara Vasquez - General Manager, Claire's at the Museum - Long Beach Museum of Art
- Barney Santos - Founder & CEO (Gentefy)/ Business Advisor Pasadena Small Business Development Center (SBDC)
- Don Loewel - Director/ Pasadena SBDC
- Salar Sheik - Consultant (Savory Hospitality)

Administration and Faculty:

- Dr. Julie Kiotas – Dean of Business and Applied Technology
- Dr. Jeff Bajah – Retail/Business Admin/Business Math Faculty
- Dr. Ahni Dodge – Business Administration
- Dr. Mark Keene – Hospitality Management Director Faculty
- Professor Daniel Raddon - International Business
- Colleen Nanno – Culinary Arts Program Director Faculty

Call to Order:

The meeting was called to order at 1:06pm by Department Chair Colleen Nanno.

Discussion Notes:

3 Pillars of Reference: CTE Certificates are updated every 2 years

- Career Readiness – always looking at ways to enhance and support career readiness for our courses and programs
- Prevalent Programs - ensuring that programs being offered are current and up to date with the changing industry
- Timely Feedback – this meeting is able to provide us with timely and relevant feedback for our students

State of California works closely with State Chancellor's Office for all the community colleges

- Priority focus should be on employing stranded workers
- Streamlining certificates

- Removing any courses that are not specifically required in order to finish a certificate
- Hope and goals are that students will complete a certificate quickly, be gainfully employed, then move forward to their next degree or certificate

Introducing Global Trade and Logistics Certificate of Achievement (15 units)

- BUS 9 - Introduction to Business (3 units)
- BUS 180 - Supply Chain Management (3 units)
- BUS 150 - Survey of International Business (3 units)
- BUS 151 - International Marketing (3 units)
- BUS 152 - Import/Export (3 Units)

Introducing Supply Chain Management Certificate of Achievement (14 units)

- Required Core Courses (8 units)
 - BUS 180 - Supply Chain Management (3 units)
 - BUS 9 - Introduction to Business (3 units)
 - BIT 133 - Business Software - Microsoft Excel (3 units)
- Select 2 from the following (6 units)
 - BUS 150 - Survey of International Business (3 units)
 - BUS 151 - International Marketing (3 units)
 - BUS 152 - Import/Export (3 units)
 - BUS 11A - Business Communications (3 units)
 - BUS 12A - Business Law (3 units)
 - MRKT 20 - Principles of Marketing (3 units)
 - BUS 160 - Customer Service (3 units)
- These certificates satisfy the growing demand in global trade and supply chain management
- International business plays a large role in Southern California due to the close proximity of the Long Beach San Pedro ports.
- Employment Opportunities:
 - Average income for a supply chain manager is over \$100K

Do you have feedback on updated and proposed courses and certificates?

- Hospitality Management Entrepreneur Certificate of Achievement (18-19 units)
- Hospitality Management Certificate of Achievement for General Education Transfer Patterns/Associate of Science (19 units)
- Hospitality Service Leadership Low Unit Certificate of Achievement (9 units)
- Medical Sector Hospitality Food and Beverage Leadership Low Unit Certificate of Achievement (9 units)
- Cruiseline Sector Hospitality Leadership Low Unit Certificate of Achievement (9 units)
- Foodservice Entrepreneurship Low Unit Certificate of Achievement (12 units)

- Certified Culinarian AS/Certificate of Achievement (19 units)
- Certified Baker AS/Certificate of Achievement (19 units)
- Global Trade and Logistics Certificate of Achievement (15 units)
- Supply Chain Management Certificate of Achievement (14 units)

Questions pertaining to courses/certificates?

- Does the Foodservice Entrepreneur Certificate of Achievement include any courses covering the financial side of food, beverage and labor cost and if there are other financial considerations of being an entrepreneur covered in these programs? Yes, HOSP 021 and HOSP 162 in that certificate do cover this content
- HOSP 021 Food, Beverage and Labor Cost Control Catalog Description
 - Financial management of food, beverage, labor, supplies, and other costs within a hospitality operation. Overview of structure and financial performance with an emphasis on problem solving and application of cost control techniques, such as cost, volume, and profit relationships and establishing cost standards, to maximize profits while managing expenses. Customer service, sociocultural trends, and career opportunities are explored
- HOSP 162 The Hospitality Entrepreneur Mindset
 - Topics specific to opening a food and beverage business where licensing, health department, incubators, accelerators are covered in addition to a general business execution plan
- MKT 150 Social Media Marketing for Business
 - suggestion by advisors to include all encompassing digital marketing versus only social media

Do you have any internships where students are able to work in a real kitchen setting or hospitality setting?

- Robust internship program for paid and unpaid internships at a variety of unit levels through the Freeman Center
- Gainful employment for students by leveraging resources we already have on campus pairing those with other new courses puts forth the opportunities for the most current and relevant certificates for students

Business Administration Department requests the advisors for their vote of support to recommend the following certificates and courses

- **All Advisors approve and provide their heartfelt recommendations and votes of support for all proposed certificates and courses presented above**
- All advisors were provided with a document that detailed the proposed Certificates and their subsequent courses included in each certificate 1 week prior to the Advisory meeting

- Many thanks to all advisors, Dr. Kiotas, Business Administration Committee Members, and Pasadena SBDC representatives for making this advisory meeting happen
- Meeting adjourned at 1:55pm.