



**BUS Management – Advisory Panel 2018**

**Official Minutes – 09/06/2018**

**Introduction:** The Business Management/Marketing/Real Estate/CIS Community Advisory Board meeting was well attended. We had a good cross-section of industries and individuals with varying backgrounds that provided detailed input on existing and new programs.

Dean Benoit kicked off the meeting with a welcome and encouraged the panel to speak and engage freely. It was stressed and agreed upon that community/business input is the cornerstone of Fullerton College’s program review change process. Detailed and open discussion occurred on the following topics:

**Online Courses & Student Pre-Assessment:**  The Advisory Panel was quickly briefed and reached unanimous agreement that any action(s) the College can take to maximize the learning process would be welcomed by the community and industry at large. It was stressed that Fullerton College could best help students by offering continuing education programs that provide new skills with high potential for an increase in salary. To that end, a focus on student preparation was deemed essential and important.

**Full-time Faculty Hiring:** The Panel was briefed on our current staffing levels and concurred that optimum staffing levels required the additional hiring of FT Tenure-track faculty in Business (2) and Real Estate (1).

**Student Skills:** The Panel was asked about essential skills that newly hired students may be lacking .This led to a robust discussion that contained some ideas:

1. The ability to effectively employ/utilize common productivity software (MS Word, PowerPoint, Excel, and Adobe PDF)
2. The ability to employ effective communication skills (written, oral, and non-verbal) in a dynamic environment (one-on-one and in team-centric problem-solving teams)
3. The personal commitment to arrive at the workplace ready to engage effectively – to include a solid and appropriate work ethic and professional demeanor.
4. The ability to work in teams and use of teamwork tools for communications.
5. The use of StrengthFinder2.0 should be used in communication courses to help students realize their own strengths in business and life.

**Student Skills (Cont.):** This topic resolved to a lengthy and rewarding discussion that reemphasized some discussion from our 2017 Panel. The Panel focused on essential student skills that included:

* Public Speaking
* Excel/Word/PowerPoint
* Written and Oral Communications Skills
* Critical (Creative) Thinking Skills (how to solve problems; as opposed to asking for a solution)
* Customer Service Skills.
* Basic HTML/CSS skills are needed as this used more often in all programs.
* How to troubleshoot basic program – the art of ask questions/finding solutions.

We reaffirmed that students learning to have an “Entrepreneurial Mindset” was desirable and liked the idea that employees could take more ownership in their tasks and work independently to grow their position and meet company goals.

Further, we reaffirmed that ongoing industry needs for Internships remain moderate to strong. The core preparation to help ensure that an intern succeeds required their “focus, motivation, and some modicum of technical proficiency.” Essentially, discussion participants agreed that a the student requires the ability and motivation to engage in a business environment. We touched on a common theme that deserved more exploration at a future session: Student fear of failure and that they often process a common “tell me what to do and how to do it” demeanor. We plan on including this as a specific topic in our next panel discussion.

 **Career Builder / Guest Speakers:** The Advisory Board indicated that they would like to remain engaged in additional ways such as Career Builder and Guest Lectures. Our program objectives include engaging students in a manner that helps posture them with enhanced interest and motivation to select a career pathway or re-energize their current career selection.

**Input on New Courses:** We discussed our new course offerings and received good feedback as these were a result of previous panel discussions. Some discussion made it very clear that business math/statistics, creativity, and writing and speaking skills remain at the forefront of employer interest.

The advisory agreed that a business career readiness course is needed and possible required for all business students. Students don’t seem to understand what certain types of business careers are about and what is expected of them when they start and/or take on an internship. Students need more role-playing experiences.

Further, the panel related that technical skills in SEO and the core Social Media channels were highly desirable. These digital marketing essentials included Facebook, Twitter, Instagram, Pinterest, and others. The panel again agreed that a “digital marketing certificate” would be useful for students across all programs. Many companies are now hiring internal staff to manage their social media and online marketing/advertising. This certificate would enhance a student’s ability to obtain a higher paying job.

Bottom line, we were very much encouraged to pursue all avenues to integrate academic courses, certificates, and workshops that stressed these skills and abilities.

**Hospitality Program:**  The Panel was queried on the need for a hospitality program, and initial feedback was positive. It was determined and agreed that we should move forward with additional research and development.

**Cross Cultural Communications Program:**  The Panel suggested a new program to improve multicultural diverse communications and everyone agreed it would be valuable skill when hiring students. It was agreed that we should move forward with additional research and development.

**eSports/eGaming Program:**  The Panel was queried on the need for programs connected the e-games industry and initial feedback was positive. It was determined and agreed that we should move forward with additional research and development. Southern California has many large companies that create electronic games and there should be a lot of opportunity for students in game design, game marketing, event management and gaming management.

**Classroom/Facility Needs:** The Panel was asked to provide input on our future facility requirements. The consensus was 100% - student classrooms need to have the tools, equipment, and layout to facilitate and support instruction for the next decade or two.

* Modernization will require substantial investment in computing hardware, software, power distribution, wired/wireless technology, sound/projection systems that seamlessly integrate into a robust campus network.
* Classroom layout should be flexibly designed to support and meet computational/research requirements and seamlessly promote group work and common lecture formats.
* It was emphasized that the final design should be able to support a Fullerton College transition to a 4-year model.

**Conclusion:** The Panel was thanked for their time and contributions to Fullerton College. The Panel was encouraged to seek additional panel members from the community and leverage their hiring needs with Fullerton Interns and graduates. It was agreed that annual Advisory Meetings provided an essential and appropriate avenue to improve our programs and that we would meet in full next fall.