**Santa Ana College**

**Global Business & Entrepreneurship Department**

**Technical Advisory Board Meeting**

**Wednesday, July 29, 2020**

**10:00 - 11:00 pm via MS Teams**

**Minutes**

**Attendees: Alvaro Arias, Ali Kowsari, Cathleen Greiner, Dara Maleki, Kimberly Mathews, Lisa Moller, Gabriel Shweiri, Lynn Stewart**

**Start Time: 10:00 am**

1. **Introduction and Background**

Lynn: teaching international business for 20 years; consulting, marketing, director of CITD, director of economic and workforce development at Cal State Fullerton

Lisa Moller: owner of a graphic design and marketing firm, B2B, love to help SAC and GBE

Dara: founder of pizza press, former student of GBE and SAC, entrepreneur, experience with international business

Alvaro: former student of GBE and SAC. Intl biz, marketing, long experience with HR (15 years+), speaker for paralegal programs

Kim: started at SAC 10 years ago, Career Education and Workforce development, programs application process.

Cathleen: regional director of business, connections with educational institutes and businesses in OC, small family business with export and import in commodities

1. **Presentation of new and modified courses and programs**

Proposed new and modified certificates:

1. Marketing – Certificate and Degree
   1. Ali reviewed the current programs and then presented the new programs and the updated marketing degree program (MKTG-128, MKTG-129, and marketing Certificate and degree)….they are leaner and more straightforward and they are tailored to fit the needs of the new decade we are embarking on. Reactions from the board was great.
2. Management – HR, Legal Office, Supervision & Culinary: Gabe presented the new management programs and the modified to-be-transcripted management and culinary programs.
3. International Business – Certificates: presented
4. **Data Presentation**

**by Cathleen Greiner, Regional Director - Business**

Cathleen send the team the powerpoint for review on their own (due to time)

1. **Advisory Board input**

**Kim:** loves it….she thinks it will work great with the Guided Pathway and much easier for students navigate

Alvaro: as a former student, he loves it….suggested to communicate it with the counselors

Lynn: “well done!” she thinks the flow would be a lot better, and then the logistics of running 4 consecutive courses for tracks was problematic

Lisa: she thought the old programs had WAY too many classes and courses…question: can the mktg-113 be a pre-req…these are so much more marketable…important to be able to market the programs, which these new programs would do!

Dara: lifelong learner, like to take courses that is NEEDED for him….what the fastest track….he loves it…and also the hospitality….

Cathleen: two question she always asks: 1- is it reasonable? Normative for the industry? 2- is it achievable? ….the new programs address both questions positively

1. **Wrap up and additional discussions**

**Motion to approve the new and modified programs as presented: Cathleen**

**Second: Lisa**

**All in favor: everyone present: Alvaro, Lisa, Cathleen, Gabe, Ali, Dara, Kim**

**(Lynn had to leave a bit earlier)**

**Against: none**

**Abstain: none**

**Upcoming Meetings:**

* We are going to set a TAB (Technical Advisory Board) meeting at least once every semester. They agreed.