

**SANTA MONICA COLLEGE  
ADMINISTRATION OF JUSTICE  
ADVISORY BOARD MEETING MINUTES**

**Date:** November 13, 2020

**Time:** 10 a.m., Virtual Zoom Meeting

**Facilitators:** Sal Veas and Enrique Lopez

**In Attendance**

Santa Monica College Faculty and Staff

Sal Veas – Business Department Chair

Sasha King – Associate Dean of Career Technical Education

Dana Nasser – Business Faculty, Curriculum Chair

Enrique Lopez – Business Faculty

Ming Lu – Business Faculty

Gregory Brookins – Business Faculty

Marcella Kelly – Business Faculty

Jenny Resnick – Business Faculty

Brenda Rothaupt – CSIS & Digital Faculty

Nathan Khalil – Business Faculty

Advisory Board

Jim Taylor – Farmer’s Insurance, Executive in Claims Department

Paul Shapiro – CPA & part-time Finance Resource for startups

Barbara Roll – NMC, Private Equity, Chief Marketing Officer (digital brands)

Ricardo Contreras – Ernst & Young, Campus Recruiter

Don Crawford – Deloitte(?), Audit Department

David Lo – California Society of CPAs, Senior Program Manager

Carlos Gutierrez – Ernst & Young, Partner - Insurance Practice

Edin Weinberg – Bell + Ivy, Creative Digital Marketing

Zach Binder – Bell + Ivy, Co-Founder & President

Tina Parsegian – Financial Analyst/Planner

**Agenda**

1. Welcome: Enrique Lopez, Professor Accounting
2. SMC Faculty Introductions
3. SMC Department Chair: Sal Veas, Professor Business
  - \* Sal noted that GTL and Admin-of-Justice programs convene separate meetings
4. Welcome from the District
  - o Associate Dean of Career Technical Education (CTE): Sasha King
    - [Workforce and Economic Development](#) & Strong Workforce Program
    - [Center for a Competitive Workforce](#) (LAEDC)
    - Sasha discussed access for students; funding; interfacing with industry; students in the workforce.
5. Advisors Self-Introductions

6. [Description of SMC's Accounting and Business Programs](#)

- General Enrollment Data
- Fall is highest enrollment term, followed by Spring, Summer, Winter
- Snapshot of enrollment numbers in all business courses
- Diversity

7. **Panel Discussion** – questions and topics of discussion for advisors:

○ **Social Justice**

Advisors discussed the following: diversity; equity; transparency in the workforce; social media; community education; intentional recruiting and retention; employee-resource groups.

○ **Covid**

Advisors discussed the following: students should note how zoom interaction/communication is different from in-person interaction; the likelihood of remote work continuing in some capacity even after the Covid crisis has subsided; psychological impact of isolation; blurring of the lines between work and home; general social-media anxiety; Microsoft 360; productivity in the workplace is no dropping; team-building exercises should continue as appropriate; and mindfulness resources that are available for students/people.

- \*Before proceeding to ensuing discussion topics relating to curricula, Sal provided the Board with the rundown of courses noted in item 8 below

○ **Workforce skills and trends; existing and new curricula**

Advisors did the following: affirmed the breadth and relevance of SMC's Business-Department course offerings; noted re CRM that, for the incubators who need more cost-efficient tools, there are alternatives to Salesforce; support the development of a Digital Marketing certificate; noted a trend that skilled workers have increasingly more freelance and entrepreneurship opportunities; noted a trend towards offshore business, which calls for a particular skill set; noted a trend towards earlier and earlier industry job recruiting (behooving students to job/career-hunt further in advance than historically had been the case). It was suggested that perhaps advisors could run mock some interviews with SMC students.

○ **Involvement as Board Member**

SMC faculty and Advisors discussed various ways in which Advisors could contribute, which included a discussion about Advisors opening their doors to SMC faculty interested in professional development in industry (to assess and ensure relevance in the classroom), whether prolonged as part of a formal program or less formal, for example shadowing.

○ **Rotaract**

Enrique informed the Board that SMC's Rotaract club continues through Covid to

be an effective vehicle for industry speakers to inform and guide students.

8. Feedback Items for advisors:

- **Sal Veas highlighted new Programs and Classes** some of the seeds of which had been originally planted by Advisory Board Members. Each of these courses and programs was supported by the Advisory Board.
  - BUS 37 Business of Hip-Hop Industry
  - BUS 56 Understanding the Business of Entertainment
  - BUS 59 Design for Delight for the Entrepreneur
  - BUS 84 Introduction to Procurement
  - BUS 85 Project Management Global Trade and Logistics
  - Business Analytics
  - Data Analytics for Accounting
  - Digital Marketing:
    - BUS 34A Introduction to Digital Marketing
    - BUS 34B Digital Marketing Applications
    - BUS 34C Digital Marketing Analytics
    - BUS 35 Customer Relationship Management
  - **Customer Service Certificate:**
    - BUS 35 Customer Relationship Management
    - BUS 36A Customer Service in the Digital Age
    - BUS 36B Customer Obsessed Consideration in Service Management
    - BUS 36C Contemporary Skills for the Service Manager
  - Salesforce
    - Salesforce Lightning
    - Service Cloud
      - Trailblazers for the Future
    - Marketing Cloud
  - **Sustainability in Business Certificate of Achievement:**
    - BUS 7A Sustainability in Business
    - BUS 7B Sustainability Reporting
    - BUS 7C Corporate Sustainability Strategies
    - BUS 7D Global Social Impacts on 21st Century Business
  - ERP systems
    - SAP Accounting Module
    - SAP Procurement Module
  - **Human Resources Management Certificate of Achievement:**
    - BUS 72, ORGANIZATIONAL MANAGEMENT AND LEADERSHIP 3 UNITS
    - BUS 76, Human Resources Management
    - BUS 79, Bargaining and Negotiations
    - BUS XX, Compensation and Benefits
  - Noncredit Expansion

9. Closing Remarks

10. Meeting adjourned at 12:00 p.m. with thanks to all participants

Minutes taken by Nathan Khalil, faculty.