**Division: Business and Applied Technology**

**Department: Business Information Technology**

**Date: March 22, 2021**

**Time: 12:30 p.m. via Zoom (synchronous and asynchronous)**

**Advisors in Attendance:**

* Ted Milner, Executive Temps
* Daisy Garcia, Imagine CRM
* Rosemary Duff, LAUSD
* Eliana Alfaro, EDD
* Gloria Farahani, EDD
* Deb Justin, Jacobs
* Anahit, Yegiazaryan, EDD
* Heidi Katz, Amgen

**Academic Partners in Attendance: (LIST NAMES AND TITLES)**

* Shelley Gaskin, Professor
* Gracie Zacarias, Adjunct Faculty
* Tracey Stroup, Adjunct Faculty

**Discussion Notes:**

Two topics were the focus of the Advisory Committee input:

## **Discussion Topic 1: Review of three Business Information Technology Certificatesfor content currency and applicability to the job market now and in the coming years.**

The three Certificates of Achievement the committee was asked to review are:

* Business Software Specialist
* Administrative Assistant
* Office Assistant

Prior to the discussion, Dr. Gaskin provided copies of the three Certificate flyers to members and provided the following context for the discussion:

Extensive opportunities in the greater Los Angeles area for individuals with the skills obtained by earning these Certificates skills are evidenced by searches of job search sites such as Glassdoor, LinkedIn, Indeed, and ZipRecruiter.

Students at PCC can now couple any certificate with one of our *internship* programs, which are listed in our public course schedule every semester under Business. Although not required to earn the certificate, students who do not have strong work experience are strongly encouraged to spend a semester in an internship program.

At PCC’s new [Robert G. Freeman Center for Career & Completion](https://pasadena.edu/academics/career-center/), students can participate in a wide array of workshops and events to build additional *soft skills*. Many of these workshops are conducted by employers in our community. For example, this week, Kaiser Permanente will present an online Soft Skills workshop entitled “Building Relationships.”

**Business Software Specialist**: We have many students with Certificates in other areas and also with 4-year degrees but who lack the business software skills they need to enter many jobs. The **Business Software Specialist** certificate is ideal for these students. For example, this term, we have a student with a bachelor’s degree in Art History from the University of Edinburgh, Scotland and a student with a bachelor’s degree in Psychology from UC Santa Barbara working toward this certificate so that they can qualify for entry-level jobs in the field of their interest. By having this Certificate on a resume, individuals with any type of degree can prove they have the necessary business software skills to engage in the typical day-to-day activities of any organization that includes documents, financial spreadsheets, professional presentations, and attending electronically scheduled meetings.

The Business Information Technology faculty regularly review labor market information for the Los Angeles area from both state and federal sources—including the federal Occupational Outlook Handbook from the Bureau of Labor Statistics.

**Administrative Assistant**: Executives, administrators, managers, and directors in every organization depend on having trained Administrative Assistants to act as a point of contact for a range or staff and external stakeholders. A quick search of open positions on LinkedIn for “Administrative Assistant in Los Angeles” on any given day will yield between 800 and 1,000 job openings.

The college itself relies on a category of employees known as “Confidential” that include the job titles of Administrative Assistant I, Administrative Assistant II, Administrative Assistant III, and Executive Assistant.

A position as an Administrative Assistant can be a ticket to entry to any field, and students often aspire to this certificate for that reason.

According to topresume.com the three most important skills and proficiencies for an Administrative Assistant are: Reporting skills, administrative writing skills, and proficiency in Microsoft Office.

**Office Assistant**: Information from Glass Door indicates the average annual base pay for an Office Assistant in the Los Angeles area at $37,000. At any given time, a search of Glass Door for Office Assistant in Los Angeles area yields between 600 and 1,000 openings.

## **Advisory Committee feedback regarding the review of three Business Information Technology Certificates for content currency and applicability to the job market now and in the coming years.**

*I do not recommend any changes to the requirements for these three certificates. All three programs as outlined are sound. (AY, EDD)*

*Yes, these certificates are appropriate. (GF, EDD)*

*Yes, these certificates are appropriate as outlined and are needed for clients at EDD. (EA, EDDI)*

*I love mentorships and internships. I had the opportunity to partake a court reporting internship and it was amazing—hands on and real life. I do not recommend any changes to the requirements of these three certificates, I have nothing to add, only compliments. (RD, LAUSD)*

*These certificate requirements meet the job postings I see from the largest employers in the entertainment industry every day. Many of our executive temps land jobs in production after starting as administrative and office assistants. (TM, Executive Temps)*

*I do not recommend any changes to these three certificates. (DG, Imagine CRM)*

*These three certificates are very appropriate, and combining with internships and other training is an excellent idea! (HK, Amgen)*

## **Discussion Topic 2: Review proposals for five new short-term Certificates.**

The Committee was asked to review proposals for five new short-term Business Information Technology Certificates. They are:

* **Social Media Marketing Assistant** to include Marketing and Customer Relationship Management (Salesforce) courses—five total courses.
* **Human Resources Assistant** to include the Administrative Assistant courses—five total courses.
* **Retail Office Assistant** to include Retail Management courses—four total courses.
* **Copy Editor/Editorial Assistant** to include \Business Communications courses—five total courses.
* **Microsoft Office Specialist** to include Microsoft Office 365 courses—four total courses.

Prior to the discussion, Dr. Gaskin provided copies of the five proposed Certificates to members and provided the following context for the discussion:

Rapid changes in the economy, as well as the recent pandemic, have affected the working lives many in our community, especially women and parents. We propose to implement some new, easy-to-achieve credentials for those in our community who have good work experience but need a fresh credential to return to the workforce.

These certificates are for those who already have some college credentials and some work experience, but due to economic factors—including the recent pandemic—might have lost their job and need to re-enter the workforce with evidence that they have added additional skills and college credentials to their resumes.

## **Advisory Committee feedback regarding the five new short-term Certificates.**

*All five certificates sound very good and will definitely be a big help for those who need to re-enter the workforce and show more advanced skills on their resume to be compatible with the current job market needs. (AY, EDD)*

*I would recommend implementing these certificates. (GF, EDD)*

*Yes, they all sound very good. (EA, EDDI)*

*I am absolutely loving the new short certificate programs and their flexibility and they are so well thought out. They are exactly what some need. As an administrative assistant for many years, I sure wish I had these opportunities. (RD, LAUSD)*

*These would be excellent credentials to add those looking to update skills they already have. (TM, Executive Temps)*

*These short-term certificates would likely be quite useful to individuals looking to re-enter the workforce after some time away. (DG, Imagine CRM)*

*I really like the concept of the 8-week certifications. I had to be absent from my administrative assistant career for six years. On my return, I had solid work experience but the internet had launched and Outlook had become commonplace. I knew I had skills but all the new software was intimidating. The certification opportunities you have designed would have been very helpful to me. I am glad to see the Business English course in the Social Media Marketing Assistant certificate. It is painful to read posts with grammatical/punctuation errors. Maybe add a bit of graphic design instruction to help with creation of memes, gifs, etc. The other certifications look good, I can’t think of anything to add. (HK, Amgen)*