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| **Minutes**  **B&CS**  **Advisory Committee** | | | **Thursday, December 3rd, 2020**  **Zoom Virtual Meeting**  **3:20pm – 4:30pm** |
| **Type of Meeting**: Annual Advisory Committee Meeting | | | |
| **Committee Members:**  Bob Broad—President, Robert Broad Media Services  David Adams—Professor—Business—CTE  Kathy Osburn—Professor—Business—CTE  Kent Moser—Professor—Business--CTE  Gabby Poorman—Adjunct Professor—Business CTE | | | |
| Items | Person | Action | |
| I. Welcome and Introductions  -Purpose of Advisory Committee | Kathy Osburn |  | |
| II. Review of 2019 Advisory Committee Meeting Minutes | All | **Issues Discussed:**  None  **Action Taken:**  None  **Follow Up Items:**  None | |
| III. Program Updates:  -BUS  -MKTG  -MGT  -BIP | All | BUS—None  MKTG—None  MGT—None  BIP—Discussion of new certificate and degree program. Students can now get a new certificate each semester. | |
| IV. Industry Leader Consultation | All | **Issues Discussed:**  The following topics were discussed during the consultation with industry leader Bob Broad. Specifically, Mr. Broad focused his ideas on different programs that AVC could provide to the community.  **Social Media**—Bob stated that the biggest thing that businesses need is to improve their social media platforms. Bob noted that a company’s website is the “launching pad” of a company, but a good business needs to use that website as a way to get people engaged through other forms of social media, including platforms such as Twitter and Instagram. Bob noted that AVC should consider a degree and/or certificate specifically tailored to Social Media (8 units minimum). In addition, Bob thought that AVC should have a program specifically tailored to website development because today’s websites need to be written in such ways that are adaptable to multiple platforms (e.g, computers, tablets, phones, etc.).  **Paralegal**—Bob noted that AVC could benefit from a paralegal program (certificate and/or degree). He opinioned that there is a shortage of paralegals in the area and that classes at AVC could help student fill out legal forms and use different word processing software to assist in court filings and proceedings.  **Other Needs for courses**—Bob stated that he would like AVC design courses in the following areas:   * Marketing Small Business * Debt Collection * Hospitality * Veterinary Assistant * Optical   **Needs**—The following items were discussed by the group as needs for the BUS, MKTG, MGT and BIP programs going forward:   * More computer lab classes on the 3rd floor of the BE Building. * New computer lab classes on the 2nd floor of the BE Building * More specialized software to teach our students.   **Action Taken:**  None.  **Follow Up Items:**  None. | |