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| Cuesta College Business Advisory Board Meeting | 3/8/20184:00 – 5:30 PMSLO 5403 |

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| Meeting called by: | Cuesta College - Business Education Division | Note taker: | Neil Higgins |
| Facilitator: | Neil Higgins |  |  |

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| Attendees: | Cuesta College: Neil Higgins, Amity Perry-Boada, Susan Iredale-Kline, Gary Rubin, John Cascamo; Community Board Members - Julie Alonso-Key, Jeff Buckingham, Joseph Clark, Mark Corella, Field Gibson, Sarah Maggelet, Steve Polk |

# Minutes

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| Agenda item: | Welcome and Introductions | Presenter: | Neil Higgins |

#### Discussion:

Neil welcome all the guests and ask all to introduce themselves and their occupation. Neil gave a brief introduction of Guided Pathways and informed the group the overall theme of the meeting was the skills needed in the changing economy.

#### Conclusions:

N/A

| Action items | Person responsible | Deadline |
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| * N/A |  |  |

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| Agenda item: | Changes in Curriculum – Retail Management Certificate | Presenter: | Susan Iredale-Kline |

#### Discussion:

Susan explained the change to the Management Certificate moving it to Retail Management Certificate and the reasoning behind the change. Susan discussed the courses and sequence of the courses to obtain the certificate.

Sarah – emphasized the need for great customer service skills within the curriculum.

Mark – wanted to make sure Leadership skills are covered since that is an important role for any manager.

Steve – believes in order to stay relevant all workers need good interpersonal skills.

Sarah – agrees with Steve, humans will be used to differentiate service and that will mean having great interpersonal skills.

Jeff – believes to be a good manager you need to know that everyone has different personalities and it would be helpful if students at least understood their own by using a test such as Meyers-Briggs or Worktraits

Sarah – how can we teach the younger generation coping skills?

Gary – explained how he incorporates soft skills into all of his classes and why some instructors may not place enough emphasis on the soft skills focusing more on course content since we have a business communications course that is required.

Field – does not see Inventory or Inventory Control listed in any of the course descriptions.

Mark – do any courses cover employability? How to win a job, interview skills that allow you to be the selected candidate.

Julie – Does Cuesta track our students after they receive a degree or certificate to see if they had learned the skills they needed to work in that industry

Sarah - mentioned Noreen Martin of Martin Resorts would like to see Hospitality Management courses taught. Sarah can email Susan the contact information for Noreen.

John – Believes that hospitality courses will return to Cuesta in the next year or so.

Field – emphasizes the need for better understanding of accounting, primarily the ability to read and interpret financial statements.

#### Conclusions:

Interpersonal skills are extremely important in the retail management field. Proper business communications in all classes should be emphasized.

| Action items | Person responsible | Deadline |
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| * Are the following subject matters covered: | Susan Iredale-Kline | 3/31/2018 |
| * Customer Service Skill, Leadership, Inventory Mgmt. |  |  |
| * Send Contact information for Noreen Martin to Susan | Sarah | 3/31/2018 |

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| Agenda item: | Changes in Curriculum – Business Information Worker 1 & 2 Certificate | Presenter: | Amity Perry Boada |

#### Discussion:

Amity explained the Guided Pathway for Business Information Workers (BIW) 1& 2 and the Business Information Specialist, letting the advisory board know that Cuesta will offer certificates for both BIW 1 & 2. The board then reviewed the curriculum.

Field – the curriculum for BIW 1 should include Adobe Acrobat and the ability to create, edit and scan PDF’s.

Mark – the curriculum should include electronic data security.

Julie – her bank could send some of their employees to receive the BIW 1 certificate.

Steve – wanted to know if there is a way to help students stay current on the changes in technology after receiving a certificate.

Sarah – the curriculum should include correct file naming and file management skills including cloud storage.

Julie – their bank uses SharePoint, but none of the other board members are using SharePoint.

Sarah – uses Salesforce for Customer Relationship Management (CRM) software.

Mark – QuickBooks curriculum should focus on expenses and being able to interrupt and use the reports that come from QuickBooks.

#### Conclusions:

The board thought both Business Information Worker certificates would be useful for workers in our communities.

| Action items | Person responsible | Deadline |
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| * No Action Items on this Agenda Item | N/A | N/A |
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| Agenda item: | Skills Needed for a Changing Economy – The Gig Economy | Presenter: | Neil Higgins |

#### Discussion:

Neil gave a brief introduction of the Gig Economy, explaining the growing use of independent contractors and project based work.

Joe – he hires for project based construction work. He often bids projects on Time & Materials and the most important quality in a worker for him is integrity. The must be honest and hard working.

Sarah – Is part of the Gig Economy using Airbnb to rent out a guest cottage? She believes it is important to learn how to market yourself so that you stand out in an increasingly large pool. You must show your professionalism and make sure to market specifically toward your target audience. Teach students how to create profiles that stand out!

Field – mentioned that remote workers are more and more common in all industries and that students should understand the necessary components of a proper home office setup.

Steve – to be successful in the Gig Economy you must be self-motivated, dedicated and creative.

Mark – students need to learn how to pitch themselves, encourage them to take part in pitch competitions.

Sarah – students need professional business networking skills. Faculty should encourage students to attend local Chamber of Commerce events. They should dress properly for the event and mingle with the local business professional at the events. Sarah mentioned most local Chambers would love to have students participate in their events. Have the students call ahead and let the Chambers know that they would like to attend.

John – agrees that it would be a good learning process to get our students involved with Chamber activities.

#### Conclusions:

The board agrees that gig work is a growing part of our economy and it is important to inform our students about the Gig Economy and how to become a Gig Worker.

| Action items | Person responsible | Deadline |
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| * No Action Items on this Agenda Item | N/A | N/A |

# Other Information

#### Next Meeting

No date was set for the next meeting, but it will take place during the Fall 2018 semester.

Neil encouraged the board to send him the names of any other people they know that may want to become part of our Advisory Board.

Mark mentioned we should talk about the new tax law and its effects during the next meeting.