

**San Diego City College  
Business and Accounting Advisory Board Meeting  
Wednesday, February 10, 2017 12:00 PM – 2:00 PM**

Attendees:

Chip Fox	Manager – SDG&E
Gabriella Dow	Consultant – venture capital, mobile/biotech incubators
Teresa Reed	TM Reed CPA
Justin Fortier	Small Business Owner – FYC Labs
Michelle Gray	President – Gray Staffing; Industry Liaison
Salley Deaton	Chair of Business Dept. & Accounting Professor – City College
Shana Carr	Accounting Professor – City College
Nancy Fredericks	Business Professor – City College
Tania Serhan	Business Professor – City College

This content is a summary of a 2 hour discussion highlighting the agenda items and key thoughts shared by the Advisory Board.

12:10 PM Facilitator – Michelle Gray	Welcome and Introductions
	<b>Curriculum Discussions with Industry Advisory Board for Industry Feedback, Recommendations, and Acknowledgement</b>
Salley	<b>Topic: Change in Accounting &amp; Business Studies Chair</b> - Salley Deaton announced that Alex Obiya will be the new chair for the Accounting & Business Studies Department. Salley indicated that Alex was unable to attend today’s meeting due to a scheduling conflict.
Salley	<b>College Accreditation Overview</b> - Salley shared that last week’s on-site Accreditation team announced that City College meets all the accreditation standards. Two of the visiting team’s commendations to City College went to the business department: 1. Commitment to social justice through the department’s integration of the Food Pantry and Fantastique into the curriculum and teaching students how to run businesses on campus; 2. Commitment of the Cosmetology Department (Part of the Business Department) to the community by offering services to homeless, veterans, and hospice patients.
Shana	<b>Curriculum Consent Approval on courses and programs</b> - We would like to make the board aware of and request its approval for the changes we propose to make to the courses and programs listed below. *See the list at the end of this document.

<p>Nancy</p> <p>Group Discussion</p>	<p><b>Associate of Science - Small Business Management Entrepreneur – Update</b> We are reducing the number of required units necessary to earn the A.S. in Small Business Management Entrepreneur. We discussed this degree last year. The original degree had transfer classes like biology and philosophy included. Entrepreneurs were taking classes but not completing the degree, because they simply did not need those transfer courses. We are compiling data and information for the new degree focusing solely on business related courses to owning and operating a business. The new degree will be approximately 15-20 units less than the original. Our goal is to better serve the entrepreneurs and business students at City College. Entrepreneurs and students who plan to transfer can complete this degree, and simply take the required general education courses required for transfer. Thank you for your prior feedback and support on these changes. This is simply an update on where that project is.</p> <p>Reconfiguring the BUSE 245 Internship - BUSE 245 is current a lab class. Students officially receive only hands-on training, although they do complete a group orientation. We are upgrading the course to provide both lecture and lab Work Experience. Student will enroll concurrently, so they are completing both components. The students will benefit by receiving more structured training, plus Work Experience provides all the same benefits of the original hands-on training. They will attend class, then operate the City College Food Pantry, Business Resource Center, and Fantastique, the used clothing resale store. This change will also free up faculty time to teach additional courses that meet students’ needs.</p> <p><b>Topics: Updating A.S. – unanimously supported by the Board. Reconfiguring BUSE 245 into lecture and Work Experience.</b></p> <p><b><u>These changes were unanimously supported by the Board.</u></b></p>
<p>Gabriella</p>	<p>Is there room for students to make mistakes? Nancy: Yes. Yesterday, students left me the day’s cash without completing the end-of day balance card. So, the next day I gave it back to the same students to complete and discussed the importance of completing this step in any business. Similarly, when students come late to their scheduled assignment, we remind them of the importance of being punctual and reliable in the business world.</p>



	<p>Teresa - What was the previous path for students interested in accounting?</p> <p>Shana - We taught stand-alone courses in financial accounting (ACCT 116A) and Managerial Accounting (ACCT 116B) that transfer and articulate into four-year colleges.</p> <p>Salley - We have CTEC?- approved courses offered to students that aspire to become tax preparers. We also offer payroll and booking courses. These courses lead to jobs.</p> <p>Nancy - We combine courses taken frequently by students. This serves as a evidence that they are making progress and staying competitive. Students feel they have accomplished something and these certificates look good on résumés. As mentioned before, students still can use these courses toward their transfer degree.</p> <p>Gabriella - I like that. It is important that the certificates are built into the degree.</p> <p><b>Topic: Introducing and activating accounting courses as well as new certificates: ACCT 122-Accounting Ethics (new), ACCT 125-Government and Not-for-Profit Accounting (activation), ACCT 135-Principles of Auditing (activation), Certificate of Performance – Certified Public Accountant Preparatory Program (new) Certificate of Performance – Accounting Core (new/working title)</b></p> <p><b><u>This change was unanimously supported by the Board.</u></b></p>
<p>Shana on behalf of Alex Obiya</p>	<p>Alex Obiya, our new Chair, wanted me to speak on his behalf about a course, ECON 220 - Economics of the environment (activation) and a certificate, Certificate of Performance - Economics Core (new/working title) he is proposing. He instructed me to read the following statement:</p> <p>In the current 21<sup>st</sup> era, customers, society, and millennials, value the environment/ecological quality very highly. Hence, they are willing as consumers to pay slightly higher prices if the industry produces environmentally safe products. Plus, in terms of public relations, it provides a very positive PR for the providing industry. This course introduces students to basics of this emerging economic trend.</p> <p><b>Topic: Introduction of Certificate of Performance- Economics Core (new/working title) and activation of ECON 220-Economics of the Environment.</b></p> <p><b><u>This change was unanimously supported by the Board.</u></b></p>

Shana	Move to approve this change. Teresa approved, seconded by Justin and Gabriella.
Group Discussion	<p>Gabriella noted that graduates at a university startup didn't maintain eye contact and suggest that mentors are probably not coaching those students about this important skill. She wondered about the possibility of taking students to internships outside the college (Nancy addressed this point when she discussed BUSE 270-Work Experience).</p> <p>Teresa stated that the Millennials are different than previous generations and have a different model of communication due mainly to their access to new technologies. For instance, in a conference that her daughter attended, students were provided with laptops to tweet or send messages about the conference. So, teaching should be tailored to these new trends.</p> <p>Tania stated that students taking BUSE 119-Business Communications course are taught and trained on proper way to craft messages for digital channels. This topic is extensively covered in the communication course.</p> <p>Justin talked about teaching students how to handle risk assessment by checking the credit rating of vendors and partners, for instance.</p> <p>Nancy indicated that this topic is covered in many business courses such as BUSE 157-Plan for the Small Business, BUSE 155-Managing the Small Business, and BUSE 100 –Introduction to Business, where students learn about delegation and best practices for selecting partners. In addition, Nancy stated that City College is involved with the Strong Force Initiative which includes connecting students with employers for Work Experience and Jobs in addition to teaching students soft skills to get better jobs and lift low-wage workers into a higher income bracket. So, what the college has done is to bundle few courses that students can take in a short time. Progress in this activity is tracked by the number of certificates issued.</p> <p>Nancy added that another item she likes to discuss is the business department's move to accept credit/debit card payments through the Square payment processing system in the student-run businesses. The introduction of this system introduces students to handling new payments methods and is an opportunity to coach students on new new payment technologies that are ever evolving.</p>
Salley/Shana	Salley stated that next year, City College will host a VITA Tax Site on campus to better service our students. This site is approved for the IRS Continuing Education Certification. The college currently partners with Homestart and students have to commute off-campus to participate in this program. Many of our students have transportation challenges and having this site on-campus will

	<p>service our population and bring people to our college and hopefully entice them to take classes with us. Salley added that many students taking ACCT 132 and participating in the VITA program shared with her their feeling of gratitude for being able to prepare the tax returns and announcing to them that they qualify tax credit. Shana added that we are the only community college certified as an IRS Continuing Education Provider.</p>
<p>Shana</p>	<p><b>Topic: Programs for Approval</b></p> <p><u>Certificate of Performance – VITA Tax Preparation Training and Certificate of Achievement – Accounting Technician</u> were discussed last year with this board. Next year, City College will be designated as a tax preparation site. The courses are all taught at City College and include the State of California mandated Tax Preparer test. Students completing the courses and passing the test, will be authorized, under the guidance of a site-manager or faculty member to volunteer preparing taxes for low-income individuals and families. Students will be able to complete units at City. Relocating the site to City College enables us to better service students who have transportation challenges and will attract people to our campus who may potentially decide to take classes at the college. This program is valuable hands-on education for our students, provides experience and a wonderful community service. Shana added that City College is the only community college in San Diego certified as an IRS Continuing Education Provider. This is an affordable option for students.</p> <p><b>Topic: VITA Tax Site on campus/IRS Continuing Education Certification</b></p> <p><b><u>This change was unanimously supported by the Board.</u></b></p>
<p>Other topics from the board?</p> <p>Gabriella</p>	<p>There is a high demand for cybersecurity technicians and professionals and many companies are unable to find qualified applicants. She is willing to connect our students with Teradata in Carlsbad, which has 400 open positions.</p> <p>Tania learned from Assistant Professor, David Kennemer, that City is an authorized Training Center for Microsoft, CompTIA, EC-Council, and TestOut Pro. Students complete the prep courses and then take the certification exams through a testing center. The industry certifications are from CompTIA, EC-Council, and Microsoft. Our college currently has an IT Management certificate of achievement</p>

	and/or a Network Security certificate of performance that we issue to students that complete X number of courses. The IT department is doing some work with the San Diego Center of Cyber Excellence and uses their local job and internship board for our students: <a href="https://sdccoe.org/job-board/">https://sdccoe.org/job-board/</a> <a href="https://sdccoe.org/job-board/">https://sdccoe.org/job-board/</a>
	The Board members all offered access by phone or other communication this year as questions arise. They would be happy to be guest speakers and be more involved throughout the year.
Michelle	Meeting adjourned at 2:00 PM. The next formal Advisory Board meeting will be schedule for spring 2018.

**\* Curriculum Consent Approval was granted for the following courses and programs:**

- Associate of Science - Small Business Management Entrepreneur (new)
- Certificate of Achievement – Small Business Management Entrepreneur (new)
- Certificate of Performance – Customer Relationship Management (new)
- Certificated of Performance – Certified Public Accountant Preparatory Program (new)
- Certificate of Performance – Accounting Core (new/working title)
- Certificate of Performance- Economics Core (new/working title)
- Certificate of Performance- Working Education (new/working title)
- ACCT 122-Accounting Ethics (new)
- ACCT 125-Government and Not-for-Profit Accounting (activation)
- ACCT 135-Principles of Auditing (activation)
- BUSE 245 – Working Education (revisions)
- ECON 220-Economics of the Environment (activation)

Draft – Tania Serhan  
 Review – Shana Carr  
 Review – Nancy Fredericks