**San Diego City College**

**Accounting and Business Advisory Committee**

**Friday, April 20, 2018 • 2:30 PM – 4:00 PM**

Attendees:

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| Andy Nguyen | CPA – Duffy Kruspodin, LLP |
| Chauntel Galindo-Gonzalez | Educational Tech – City College |
| Chip Fox | Consultant - ICF |
| Daniel Fitzgerald | Associate Regional Director – Small Business Development Center |
| Gabriella Dow | Consultant – NV5 |
| Jeanie Tyler | Associate Dean – City College |
| Nancy Fredericks | Business Professor – City College |
| Patricia Pugnier | Instructional Assistant – City College |
| Shana Carr | Accounting Professor – City College |
| Stacey Poon-Kinney | Owner – The Trails Eatery |
| Tania Serhan | Business Professor – City College |

This content is a summary of a 1.5-hour discussion highlighting the agenda items and key thoughts shared by the Advisory Committee.

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| **Agenda Item 1**Call to OrderWelcome and Introductions | Call to Order at 12:30 PMNancy- Welcome and introductions were made.Jeanie - Discussed Doing What Matters Initiative. |
| **Agenda Item 2**Accreditation & Student Learning Outcomes Overview | Nancy – Presented an overview of accreditation, updated the committee on City College’s status, and defined SLOs and their purpose. |
| **Agenda Item 3**Curriculum Consent Approval on Courses and Programs | Shana - lead a discussion regarding the courses and programs discussed at the previous meeting and those moving through the curriculum process. She discussed the process, and stated that City College requested their feedback and approval for each course as she moved through the list. There were questions and good discussion. The board approved all the courses and programs presented (please see addendum to minutes for approved courses and programs).  |
| Software Discussions | Gabriella - many jobs now require Project Management certification, especially in large corporations and at the senior level. |
|  | Andy - initiated a conversation about accounting softwares. Members weighed in and concluded that survey courses, introducing different types and brands of software, were more valuable to employers than applicants knowing a specific software. All agreed that general knowledge is preferable over deep, narrow knowledge and that training is typically conducted in the workplace.  |
|  | Daniel - entrepreneurs and micro-enterprises are benefiting from an ever changing array of online and phone apps. Chip - noted that SAP software is complicated, an industry standard, and needed for large entities. |
| Courses for CPA Prep and Continuing Education | Shana - provided an update on the CPA courses the Committee discussed last year. Courses are designed to target people preparing for the CPA exam and those requiring continuing education. City College is now one of only four institutions in the region approved as a continuing education provider for the IRS. |
| Career Education | Members enthusiastically encouraged further development of courses focusing on career tracks and career education to enhance workplace skills. There was discussion comparing the prices at City with for-profit entities. There was discussion and concern about the challenges of marketing to working adults and workplace groups. Andy - recommended contacting professional groups. |
| Certificates and Courses | Costs to students, attracting working adults, and managing the cost of college were topics everyone contributed to. Tania - described the Financial Management Certificate and courses covered. Banking is an expanding topic in the finance area. All agreed that even people in high school should be conversant financial literacy. Our existing college readiness courses for high school students contain some finance topics.  |
|  | Nancy - The new Introduction to Online Learning course focuses on preparing students for online success and completion, reducing attrition, and also for introducing working adults to online education. Gabriella - online skills are important with the trend for entrepreneurs living in low cost areas and working remotely. |
|  | Shana – shared the new Introduction to Cannabis Business Operations course, the lack of information, and limited resources in this emerging industry. Daniel - confirmed there is a need. The SBDC gets many inquires that can’t be accommodated due to the center’s federal funding. All agreed that being a central resource for this growth business was a good idea.  |
| Curriculum –Action Item | Shana – concluded the discussion of courses and programs and requested formal approval from the committee for all items in Agenda Item 3. Daniel - made the motion. Andy - seconded. The motion unanimously passed. |
| **Agenda Item 4**Open Discussion on Other Course or Program Offerings | Nancy – Faculty are discussing adding a business management degree. We are strong in entrepreneurship. Management would meet the needs of others working in all types and sizes of businesses. We already have core courses that would fit nicely. We are discussing others topics like ethics, supervision, etc. The committee discussed this idea and agreed this would be valuable to all.  |
| **Agenda Item 5**Strong Workforce Initiative Overview | Nancy – explained the Strong Workforce initiative. Chauntel - talked about her role in increasing the number of certificate completers to strengthen job readiness in the region.  |
| **Agenda Item 6**CTEA Overview | Nancy – explained the CTEA grant, used to improve student resources and education. The Business Department was approved for $39,215 in CTEA funding for 2018-2019 for equipment and services to students. Next year our focus will be on replacing old technology, and other equipment and activities and support to enhance the student experience and prepare faculty.  |
|  | Shana - shared that accounting was approved for a CTEA grant to be used for staffing the Volunteer Income Tax Assistance program on campus.  |
| **Agenda Item 7**VITA Tax Site On Campus and IRS Continuing Certification Update | Shana - This was City’s first year of an on-campus VITA site. It ran from late January to April 18, processed over half a million dollars in refunds. This tremendous effort was recognized. City was chosen for the National Rookie Partner of the Year award. Gabriella - suggested cross-marketing with her clients to get the word out about the VITA class. |
| **Agenda Item 8**Feedback – other topics | Daniel - suggested topics in human resources. Stacey - added thoughts on hiring and firing practices. Gabriella - confirmed the growing need for more cyber-security and noted that data visualization training is being used to turn data into actionable information/planning. Stacey - suggested a course in personal finance combined with small business. |
|  | Gabriella - noted an industry trend of the growth in independent contractors. Daniel -supported that idea with a discussion about the gig economy and the lack of fulltime, long-term employment opportunities. Although this is not a typical career pathway, it is an option for entrepreneurial types. All agreed that understanding finance, insurance and liability are musts. Other courses or topics related to franchises and different business models were discussed.  |
|  | Nancy - explained course enrollment requirements. She discussed the value of business outreach, and building relationships and business partners and networking with industry. This would expand our college’s reach, provide better access to industry groups and professionals, help create referral channels, more internships and job opportunities for students. It is clearly our intention to build relationships with business to benefit the college, students, and to attract more working adults. Niche topics can be referred to network resources. Example: The SBDC conducts a franchise workshop and provides free consulting. It is clearly our intention to create stronger relationships with area businesses. |
|  | Chip - reminded us of the value of teaching teamwork and how the corporations he’s worked in all worked in teams. Andy - noted that many candidates have hard skills but it can take up at a year to adjust to an office environment. Tania noted that the on-campus internship promotes a team environment.  |
| Internships | Nancy – asked about internship opportunities. Andy - stated that his company contacts 4-year universities during tax season for paid interns. VITA program students would qualify. Nancy – defined the on-campus Working Education course and talked about City’s Transfer/Career Center. She encouraged the committee to be attuned and share internships  |
| **Agenda Item 9**Action Items | Nancy – received member agreement to discuss other topics throughout the year as needed. All were in agreement.  |
| **Agenda Item 10**Adjournment | Nancy - thanked all of the members for their time and feedback, and adjourned the meeting at 4:13 p.m. |

Prepared by:

Patricia Pugnier

Instructional Assistant

Reviewed:

Nancy Fredericks

Assistant Professor – Business

Tania Serhan

Assistant Professor – Business

Shana Carr

Assistant Professor - Accounting

Dispersed to Committee

5/10/18