



BUSINESS STUDIES ADVISORY BOARD MINUTES: FALL 2016

Monday, December 12th, 2016, 4pm in Room 2480

APPROVED

A. Welcome and Introductions

Patricia Stokke, Business Faculty, opened meeting at 4:02pm

Present:

Nadine Horner- Lawrence Livermore National Laboratory

Lecia Roundtree-The Wine Group

Steve Lanza- LAM Research

John Sensiba- Sensiba San Filippo

Erick Bell- Las Positas College

Vicki Shipman- Las Positas College

Anne Kennedy-Las Positas College

Lisa Taylor Weaver- Las Positas College

Theresa De La Vega- City of Livermore

Corine Reed- Amador Valley Transit Authority

Kristin Pollard- Comcast Cable

Unable to attend: Rajeev Chopra- Las Positas College, Annette Caneda- SFSU

B. Approval of Prior Advisory Meeting Minutes

Approve the November 6, 2015 advisory meeting minutes

MSC: Lisa Weaver/Erick Bell

Approved: Unanimously

C. Quick Facts for Advisory Board

Vicki Shipman shared with the board that as a CTE program we are required by Ed Code to have an advisory board to keep our programs current with the industry they serve. The most important role as an advisor is to bring your occupational expertise to the college so that we can improve our curriculum. Some advisory member activities include curriculum development, guest speaking, providing work based learning activities and opportunities for students

D. Overview of Program: Program Information and Enrollment Picture

- **Lisa Taylor Weaver** shared a bit of the campus history and that over the years our percentage of total enrollment for the district has steadily increased.
- For the spring semester there was an enrollment of 8993 students which is close to 35% of total district enrollment. The business department serves approximately 2500 students per year.
- The programs offer several transfer degrees as well as certificates. The Retail Management Certificate applies to almost every industry, as it covers a range of courses for someone seeking a managerial position. The strong Accounting Department includes the Accounting Certificate Program. The accounting classes generally fill within first 3 weeks of registration. The Business Department is the largest degree and certificate grantor of the college.

Discussion:

- **Steve Lanza**- How many degrees and certificate are awarded?
 - **Vicki** answered that approximately 72 Business Degrees and 26 Certificates are awarded per year.
 - **Lisa** shared that we lose a lot of completions due to students being accepted to Cal State East Bay in which students transfer prior to completing their Associates degree.
- **Kristin Pollard** - How long does it take to complete the Retail Certificate?
 - **Lisa** responded that there are eight courses over three semesters. If a student is full time, it could be completed faster because a lot of the classes are fast track.
- **Theresa De La Vega**- What factors impact the course offerings?
 - **Lisa** explained that budget is the primary factor and how it is allocated within the district. She explained the considerations around making decisions about which classes are offered.
- **Vicki** shared information about the new Strong Workforce Development Program guidelines and the fact that we have to show labor market demand in order to get grant funding for programs.
- **Kristin** asked if there is potential to partner with corporations to develop specific certificates.
 - **Lisa** confirmed that it is a possibility

E. Update from Business Advisors

1. New Technologies

- **Steve**- There is huge need in the area of data analytics. A class that could be an introduction to business analytics in preparation for transfer would be useful. Understanding the terminology and getting a feel for the tools. Specific Business Analytic tools/products are Tableau, Qlik, and Google Analytics.
 - **Kristin** agreed that analytics play a big role in their business decisions. They use Business Warehouse.
- **Kristin**- Fiber Network is new technology and that construction project management in building out the fiber network is a new hiring focus for Comcast (may be more related to engineering)
- **Corine Reed**- In the Retail Management space, technology is ever changing with e-commerce and moving away from the brick and mortar store. Marketing is very tech focused and her job now involves knowledge of coding, HTML, CSS and geo-targeting. New technologies should be explored with Snapchat, Twitter, geo-targeting etc.

- **John Sensiba-** Block Chain Technology in the Accounting/Financial fields will be pervasive in business and will present big opportunities. Block Chain allows businesses to audit in real time. John also pointed out the Gig Economy and the importance of understanding the “uberization” of professional services as it relates to future changes in the economy.

2. Training Needs

- **Lecia** sees a need for social skills, ability to work in teams, communication, collaboration, and problem solving. These skills are needed for employees to advance to the next level into supervisory roles.
- **John-** students need to learn that feedback and constructive criticism are a gift. Business etiquette is important as well.
- **Nadine Horner** emphasized the need for skills in communicating in a multi-generational setting.
- **John stated** that students should understand the value of diversity and seek it out.
- **Theresa** suggested that there needs to be a cultural competency component.
 - **Patricia** shared that she is leading a group on a tour to Japan in May. The Focus is on Business and Culture with the goal of broadening one’s world perspectives and to see how business is conducted in another culture. It is open to students and community members. <http://www.efcollegestudytours.com/professors-trip/1825677CR>

3. Hiring Needs

- **Kristin** expressed interest in the Retail Management certificate and noted that they will be hiring 11 assistant store managers in the next few months as they build out new stores. She offered that the director of that retail group would love to be a guest speaker.
- **Lecia** said that there is a growing need for people with experience in the service industry or customer service.
 - Kristin confirmed that the customer experience is a focus and just adopted the Net Promoter system from Bain. They are hiring a Director of Customer Experience and it is hard to find someone experienced with Net Promoter. Exposure through a college course would be beneficial.

4. Business Trends

- **Nadine** stressed that education is paramount and the lab rarely hires anyone without a four year degree. Competition for positions is fierce. The more education the better.
- **John** added that another side of the coin is that the demand for jobs in the trades is huge. Trades are starving for qualified people.

F. Discussion Items

1. Third Party Certificates

- **Patricia** asked if there are any particular certificates we should look at developing.
 - **Steve** listed the business analytic tools such as; Google Fusion, Hadoop, Tableau, and Cliq.
 - **Nadine** stated that there is a need for advanced skills in Excel and suggested that there could be grants available.
- **Patricia** asked about the need for Project Management – PMI certification.
 - **Steve** said that a prep course for PMI certification may be valuable.
 - **Kristin** added that having a PMI certification on a resume is huge and is used in many departments within a company.
 - **Vicki** agreed that we could take a look at a PMI certification prep course and that our sister college Chabot offers it through Continuing Education and it is always full.

2. Work Based Learning

- **Lisa** gave an overview of the Work Based Learning Program including Work Experience and Internship Classes.
- **Erick Bell** related that he arranged an office visit with Las Positas students to visit the Armanino LLP, an accounting firm. They were so impressed with the caliber of our students that they offered an internship. Many students applied and two have interviews this week. It was so successful, that Armanino expressed interest in hosting another office visit again.
- **Erick** also shared that there is a campus-wide initiative, Umoja, to create a new learning community designed around the African American student experience. Umoja is a nation-wide program embraced at all levels of the educational system. There will be cohort of African American students learning together. They will have an English class and a college success class. These will be coupled with specific counseling, mentoring, book vouchers, transportation vouchers and maybe even food vouchers. These are designed to help break down the barriers that keep African American students from being as successful as other affinity groups.

3. Future Trends

- **Theresa** shared that among the industries that are growing in our region are Manufacturing, Retail, Hospitality and Tourism. Several new manufacturing companies are moving into the valley. For example, Draexl Maier is coming soon and is hosting a meet and greet. They are expected to bring 440 new jobs.

G. Action Items

- At request of board, **Anne** will send out Advisory Board contact list to all members.
- **Nadine** recommended that we send out minutes and approve the minutes via email.
MSC: **Nadine/ John**
Approved unanimously.
- **Vicki** recommended that the advisory meet again in the spring.
MSC: **Corine / Lecia**
Approved unanimously.

Meeting adjourned at 5:35pm

Minutes submitted by Anne Kennedy

