



BUSINESS STUDIES ADVISORY BOARD MINUTES: SPRING 2017

Monday, May 1, 2017, 4:30pm Room 2460

DRAFT

A. Welcome and Introductions

Lisa Taylor Weaver, Business Faculty, opened meeting at 4:32pm

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

Rajeev Chopra- Las Positas College

Theresa De La Vega- City of Livermore

April Black- UNCLE Credit Union

Kristin Pollard- Comcast Cable

Allison Piwowarski- Student

Amir Law- Las Positas College

Unable to attend: Annette Caneda- SFSU

B. Approval of Prior Advisory Meeting Minutes

The December 12, 2016 advisory meeting minutes were approved unanimously via email.

C. Overview of Program: Program Information and Enrollment Picture

- **Lisa Taylor Weaver**- shared that the program for fall is robust and growing with additional new sections. Enrollment this semester was very strong. In fact, LPC is one of only two schools in the region that grew enrollment this semester.
- Working on several new programs- Mary Lauffer is working on a Marketing Communications program with focus on social media. Will be developing a certificate.
- The department is in the process of recruiting for a new Business Instructor/Work-Based Learning Coordinator.

- With the departure of Patricia Stokke, the department is down two faculty positions. In the fall, we will be going to the faculty hiring prioritization committee with request to fill the other position. It usually takes a year to get approval. **Rajeev Chopra** explained the district process for staffing approval.
- **Rajeev**- shared that the Business Club went to the FBLA conference and the team of 5 students placed in several competitions. The club is interested in having industry members serve as guest speakers at the meetings.

D. Update from Business Advisors

- **Theresa De La Vega**- the City is celebrating National Small Business Week and hosting a Tri-Valley Commerce Con “Cyber Savvy” edition on May 3rd. The focus is on helping small businesses compete online with speakers on social media and cyber security. Theresa also shared information about the recent Tri-Valley hiring events.
- **Nadine Horner**- recognized the \$6.8 Million donation from Barbara & David Mertes. LLNL is working with the college to offer a 3D Printing summer program for LPC students at the Lab. In addition, the Lab is offering Teacher Research Academies for teachers in various areas of study including Technical Writing.
- **Kristin Pollard**- shared that as a result of the connections she made through the advisory board, Comcast engineers have met with scientists from LLNL to talk about a potential collaboration which could be game changing for the telecom industry.
 - **Amir Law**- this collaboration is a good example of technology commercialization. There have been discussions with faculty about the potential to offer a certificate in Technology Commercialization. **Vicki Shipman** shared that there is planning grant money to do a feasibility study for makers space on campus.
- Since the last meeting, Comcast has entered into the mobile industry and is building up and adding retail stores and hiring more front line employees. The Director of Retail is open to coming to be a guest speaker.
- In talks with Erick to bring accounting students to visit Comcast and finance department.
- Comcast has made a commitment to hire 10,000 members of the military community.
- **April Black**- UNCLE is recruiting for the Summer Internship Program. They have partnered with LPC and have had a lot more applicants, as a result. They have also hired several students as part time tellers.

Hiring Needs

- **Lecia Roundtree**- continues to struggle with hiring for basic mechanics, industrial technicians, chemists, and customer service/hospitality positions. One of the challenges is that people tend to think only of wine making and do not understand what the company does. Because there is a need to better educate people about what The Wine Group does, they are planning to offer potential recruits an onsite job fair so that people can see the full spectrum of all the job opportunities available. Would like to better partner with the college and connect with students- target recruit would be someone who wants to work while they go to school and make a good living and move up quickly in

the company. **Nadine** suggested that Lecia also get in touch with the superintendent of the Tri Valley ROP.

- **John Sensiba**- still looking for accounting, software and consulting people. A partner is working with Erick Bell to bring students on board for internships. John shared an update on Innovation Tri Valley.
- **Steve Lanza**- like all of the companies in the valley, there is a need more technicians. Collaborating with LLNL and working on programs for work-place development.

There is a huge need for data analytics in all areas.

- **Amir**- we do offer a certificate through the community education program, but there is huge opportunity and the need to incorporate it into the business curriculum.

LAM Research is open to tours/ field trips for students.

E. Discussion Items

- New curriculum and staffing were discussed earlier in the Program Information
- **Mary Lauffer**- is always looking for speakers for the Speaker Series.
- **Rajeev**- there is a need for a presentation to the advisory board to explain how the college process works. **Vicki**- perhaps we could bring all of our advisories together for this presentation and then break out into individual advisory meetings.
- There was discussion about the importance of the internship program and how to best convey and communicate to students the value and opportunities.

F. Action Items

Meeting adjourned at 6:01pm

Minutes submitted by Anne Kennedy