



# Business Studies Advisory Board Meeting Minutes

September 17, 2020 | 4:00-5:15pm | Zoom

## LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

## LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

## Business Studies Advisory Board

### Members Present:

Rajeev Chopra  
Tracey Coleman  
Theresa De La Vega  
Nadine Horner  
April Ingram  
Steve Lanza  
Mary Lauffer  
Stuart McElderry  
Drew Patterson  
Lecia Roundtree  
John Sensiba

### Guests:

Suzanne Smith  
Sarah Holtzclaw

## Agenda Item

### 1. Call to Order

Rajeev Chopra, LPC; Stuart McElderry, LPC; Drew Patterson, LPC; Mary Lauffer, LPC; Steve Lanza, LPC; Tracey Coleman, LPC; Nadine Horner, LLNL; Theresa De La Vega, City of Livermore; April Ingram, UNCLE Credit Union; John Sensiba, Sensiba San Filippo; Lecia Roundtree, Premier One Credit Union; Suzanne Smith, TVROP; Sarah Holtzclaw, Tri-Valley Career Center  
Recorder: Anne Kennedy

### 2. Approval of Minutes from October 30, 2019

1st John Sensiba, 2nd Tracey Coleman  
Motion Approved

### 3. Faculty Report and Updates

#### a) Enrollment/ Program Statistics

Rajeev shared enrollment data and presented his highlights from last year.

Curriculum Update: Title V updates were completed for the following courses: Financial Accounting, Managerial Accounting, Business Mathematics, Entrepreneurship, Work Experience.

New courses developed: BUSN 33 Introduction to Personal Finance, BUSN 86 Management Principles and BUSN 87 Organizational Management and Leadership.

70-75% of BUSN students transfer to a four-year college.

#### b) Adaptation to remote/Online classes

Stuart commended faculty and staff on the transition from in person learning to all online in 3 days in response to SIP orders. It was a herculean effort by all to adapt.

#### c) New Curriculum in Noncredit

Non-Profit Management Certificate- Drew shared that the idea for development of Nonprofit Management Certificate has been brought forth by Vicki Shipman. Would like to open discussion about what certificates would be in most demand and something that isn't being offered elsewhere so that we can be competitive.

Nadine reported out about the new partnership and formal MOU developed with LPC and the Tri-Valley Nonprofit Alliance in which the new TVYNPA Philanthropy Institute will be promoted through the LPC webpages. A potential future goal of LPC may be to provide training/certificate for nonprofit professionals. Nadine emphasized the need for education for large number of non-profits operating in our area and feels that there is a real opportunity for professional development/education through a certificate program LPC could offer. Drew shared concerns about demand and filling the classes (minimum 20 students per class) and also concerned about CSU and University of Pacific programs that would compete.

Ours would be non-credit and very low cost which could be advantage.

John Sensiba echoed the value of such classes and suggested training on not only management but directorship too.

### Data Analytics Certificate

Sarah shared that there is a high demand for these skills, and very high paying jobs. People are reinventing themselves as a result of COVID and this is a high demand skill. Recommends ability to complete in a year. Steve thinks that could level into a transfer degree or stand alone.

### d) OEI BANQ Grant for Supervisory Management and Entrepreneurship Certificates

Developing two OEI certified certificates, will help with enrollment. Sarah asked about the certificate time to completion. Drew shared that it is 7 classes and can complete in two semesters.

### e) Work-Based Learning Program

Enrollment has grown over many years and had increased to 172 students in the spring by adding three adjunct faculty to help. But due to COVID, enrollment is lower this semester with 120 students total. Transitioning to Handshake for the LPC Internship & Job Board. Anne is working on implementing this transition and it will be launched in the next few weeks.

### f) Call to Action: CUP Initiative/Presidential Taskforce

Tracey presented the equity directive from the president to support the black / African American population. CUP (Connect-Up)-mentorship program. Mentors come along beside targeted students to support students get them in and through the process. 36 faculty/staff volunteered to be coaches. Training is being provided.

## 4. Industry Updates

Lecia shared how her organization had to shift quickly to comply with all COVID regulations, changing situations. Learning how to move forward with initiatives training/education in HR. Learned to move quickly and adapt to change. Had to push people out of comfort zone and look at world differently. Couldn't only think about business but also the emotional comfort of people. Follow business objectives while caring for employees. Dilemma of how to measure productivity.

April shared that adapting and shifting very fast was challenging and continues to be a challenge because there is no end in sight. Planning must continue and looking at reallocation of staff. Maximize talent that they have so they don't have to lay off employees. UNCLE didn't have intern program this summer. Would like to do intern program this next summer. How to provided internship opportunity? Remote setting other considerations.

Steve said they did surveys at Lam, to understand employee productivity. Worked to change work hours to help employees balance with home demands and shifting some to a four day work week. Thinking about June as date to return to normal workspace, but there will be a permanent change in landscape of office work. Cut internships in half this year. Business level is at record levels at Lam.

John says they are beginning to be less transactional with our colleagues and clients. Concerned about mental health and extending grace to people. Internships going forward. Virtual internships- 20 new college students starting

this week. Concerned about how this will work. Thankful for the positives and opportunities that pandemic is presenting.

Theresa shared that the City is being affected by the loss of sales tax from businesses heavily impacted by the pandemic. There are many challenges. Theresa reflected on mentioning at the last meeting the council's focus on the importance of Emergency Preparedness and here we are in this emergency situation. Flexibility and adapting to the changes that are taking place and pursuing new markets/seeing opportunities.  
Small business assistance grant program- reimburse business for expenses to help them adapt to new circumstances.

Sarah asked what skills are needed for people to be successful.

John – time management; working remotely requires that individuals be able to manage their own time.

Project management

Lecia - Being able to deal with and work through difficult situations.

Nadine shared Bill Goldstein, LLNL's CEO is on Glassdoor's "Best CEOs during COVID-19 Crisis" list.

### **5. Adjournment**

Meeting adjourned at 5:31

### **6. Next Meeting Date Spring 2021: TBD**