

## 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

\* = *In attendance*

Erick Bell\*  
Rajeev Chopra  
Dave Coleman\*  
Theresa De La Vega  
David Hopman\*  
Nadine Horner\*  
April Ingram  
Anne Kennedy\*  
Mary Lauffer\*  
Michaela McInerney\*  
Stuart McElderry\*  
Drew Patterson\*  
Rachel Peters\*  
John Sensiba  
Vicki Shipman

Guests:

Beth McCormick\*  
Kristi Vanderhoof\*

## Meeting Minutes

1. **Call to Order at 4:07 p.m.**
2. **Welcome and Introductions**
3. **Review and Approval of Agenda, 3/5/2024**
  - Mary Lauffer motioned to approve; Drew Patterson seconded; motion passes
4. **Review and Approval of Minutes, 10/18/2022**
  - Anne Kennedy motioned to approve; Nadine Horner seconded; motion passes
5. **Faculty Report**
  - Program Update
    - **Enrollments**
      - Spring 2023 – 1,010 total course enrollments with 751 total students, that is up 6% over last Spring.
      - Approximately 72% of our business students are traditional college age (<25)
      - Approximately 80% of our business students identify as White, Latino, or Asian.
      - The amount of Distance Education students in Business has doubled since 2020.
        - For Spring 2023 – 42% students were completing their courses online only, 45% were both in-person and online, and 12% were in-person only.
    - **Completions**
      - More than ¾ of our students are successfully completing our business courses.
      - Rachel Peters asked about the metrics on transfer.
        - Las Positas College Transfer Rate: 46.67%\*
        - Statewide Transfer Rate: 37.93%
      - David Coleman asked which High School we are getting most of our business students from.
        - We need to increase our outreach to Granada
      - David Hopman asked about the rate in which students are competing their entire program online.
        - We will look into this with our Institutional Research department and report back on it.
6. **Industry Updates**
  - **Emerging Trends**
  - **Artificial Intelligence –**
    - Mary Lauffer asked the members of the advisory board how they used AI in their industries.
      - Michaela shared her company uses AI in partnership with the government, for recruiting and marketing; Using it for marketing is where it gets sticky though due to copyright infringement.

- Anne Kennedy asked if anyone used AI for resumes.
- Michaela shared that she's seen people use AI to put together and submit their resumes and it's obvious because people often copy and paste from AI into their cover letters, resumes, and emails to employers.
- In terms of recruiting, it was recommended we share with our students that if they are going to use AI, they still use keywords from the job description and tailor resume to what they are applying for.
- Kristi Vanderhoof asked where students should put their keywords within the resume?
  - It was recommended that student put their keywords in their skills section, and put relatable experience.
- Dave Hopman shared that "efficiency" is a buzz word as of late, so AI is being used for internal operations in companies.
- Dave Coleman shared his students have a coding assignment, and AI writes code for them. Cheating → Productivity.
- Rachel Peters - AI is used for administrative tasks, like recruiting. It can be important for students to know how to utilize it, but not necessarily use it.
- Michaela – also use AI for ability to communicate, data reporting and analyzing to identify trends, ex: Excel/Sequel!
- Nadine Horner - LLNL studying AI; what your students are learning now, will change rapidly; it's going to be disruptive to ethics and relationships.

#### **Relevance of a Degree/Credential –**

- Drew Patterson asked the advisory board if having a degree was important in the hiring process, and if so, how does this vary from entry-level roles to higher up positions.
  - Michaela shared that she's seen that often degrees are not required, but is helpful to have a degree when it comes to figuring out what students want to do in the long run as a career. It has recently become discriminatory to require a degree.
  - It is important for students to possess skills and experience that match the job posting, if they have skills and experience then those replace the need for degree in this case.
  - David Hopman shared that having a degree holds a lot of weight in his industry.
  - Nadine Horner shared the same sentiment – degrees are a very big deal in her industry.
- Erick Bell asked if the lack of a degree decreases a student's opportunity for advancement.
  - Michaela shared that having a degree does not often come into play when considering a promotion. When considering someone for a promotion, it's the person's skills and performance that demonstrate their ability and ultimately determine if someone is a good candidate for a promotion.

#### **Telecommuting/Remote Work –**

- David Hopman shared that his company continues to allow remote work when and where they can, but think it is important to teach remote work etiquette.
  - Mary Lauffer shared that we offer HyFlex courses and we have a lot of students coming to LPC from HS out of COVID so they are choosing to enroll via DE, and we teach netiquette in these courses.
- Rachael Peters shared that at her company if you were not remote pre-covid, then you're not allowed to be remote now. Ultimately, it depends on the company, a lot of job opportunities now are specifically remote; i.e., sales, on-site with customers.

#### **7. Recommendations from Advisory Board**

- *None at this time*

#### **8. Other Business**

- Job and Internships Fair – March 27, 2024
- LPC Open House – March 23, 2024

#### **9. Next Regular Meeting: Tuesday, 10/8/2024 at 4:00 p.m.**

#### **10. Adjournment**