

BUSINESS STUDIES ADVISORY BOARD

MEETING MINUTES

January 31, 2019 | 4:00pm | Room 1687

1. **Welcome and Introductions**

Amir Law/LPC; Tracey Coleman/LPC; Erick Bell/LPC; Ryan Eleghuazi/Student; Drew Patterson/LPC; John Sensiba/Sensiba San Filippo; Mary Lauffer/LPC; Sarah Holtzclaw/Tri-Valley Career Center; Annette Caneda/San Francisco State University; Courtney Johnson/ Comcast Cable; Theresa De La Vega/City of Livermore; April Ingram/UNCLE Credit Union

Joining by phone: Steve Lanza/ Lam Research; Lecia Roundtree/Premier One Credit Union

Recorder: Anne Kennedy

2. **Approval of Prior Meeting Minutes**

John Sensiba 1st

Erick Bell 2nd

Unanimously Approved

3. **Industry Update**

a. New Technologies

Steve Lanza: Analytic Space- great need for data analytics. Sees opportunity for certificate and perhaps degree.

April Ingram: Agrees with the importance of data analytics. Noticing a lack of talent when it comes to data analytics; particularly the ability to look at it holistically (pull it in and measure against KPIs). Individuals have technical ability - can pull reports and query every which way, but not capable of pulling it together and presenting information to people so they can understand and do something with it.

John Sensiba: Nothing is going to be the same in the future with Artificial Intelligence. Very hard to find Data Analysts \$150K, Data Scientist \$500K, if you can find one.

Amir Law: In the process of developing a curriculum for data analytics. After going through the curriculum process should be available for Fall 2020.

***Action-** Rajeev Chopra to send out curriculum to advisory members now for review.

April Ingram: Strategic/Digital Platform- not just digital marketing but looking at digital space and how to move the needle.

Steve: there is synergy between analytics and digital marketing

b. Training and Hiring Needs

John Sensiba: People skills are going to be more important than technical skills. Emotional IQ. Project Management.

Steve Lanza: Critical thinking skills- experiential learning. There is a whole group of employees who will need new learning to be effective.

Lecia Roundtree: Skills needed- change management. Adapt and be able to change direction in a timely fashion.

Courtney Johnson: Sees a bridge between data scientist to Business Analyst.

Transformation/ Change Management. Example: Comcast is adopting Workday. It is a huge undertaking. Could use internal project managers vs. consultants.

Theresa De La Vega: Sees a need for training for resiliency. Disaster Preparedness is one of our Council priorities in connection with the suggestion that resiliency or planning and bouncing back from setbacks, disasters, or challenges should also be included in the training

Sarah Holtzclaw: How can job seekers prove that they have soft skills, emotional intelligence? Do digital badges matter? Advisory members say No

4. Faculty Report

Tracey Coleman- Leadership Institute is in the works.

Since August, faculty has been working on restructuring and changes to the degrees.

Erick Bell: As a campus we are working on Guided Pathways, a California Community Colleges initiative. Show students a pathway and streamline the curriculum.

Focusing on 5 degrees (see the handout)

- AS-T-Business Administration

- AA- Business Administration

- AA- Business Entrepreneurship

- AA- Liberal Arts & Sciences: Business

- AA- Marketing

Five core courses required in all business degrees. (see handout)

Tracey to members: Do these core courses look good? John: These five are fundamental and will not change over time.

Courtney Johnson: Need for Business Development, value proposition, sales. Drew pointed out the Professional Selling Class. John mentioned that he'd love to have employees trained on sales and business development.

Drew Patterson: Business Entrepreneurship degree, maybe add a certificate?

Amir Law questioned group is there a space for a community college to offer a degree/certificate in Tech Transfer?

John: Suggests talking to Greg Hitchen

April: Questions the feasibility. Not really geared toward transfer students

Drew : Need to market to community

5. *Other Business*

Announcements:

New Course this semester- Personal Finance. April suggested that her team can guest present in this class.

Business Symposium- 4 sessions in February designed to help students figure out their pathway and declare a major.

6. *Adjournment*

Meeting adjourned at 5:36