



BUSINESS STUDIES ADVISORY BOARD MEETING MINUTES

October 30, 2017 | 4:30pm | Room 1687

LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

LPC Planning Priorities

- ❖ Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- ❖ Provide necessary institutional support for curriculum development and maintenance.
- ❖ Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.
- ❖ Coordinate available resources to address current and future professional development needs of faculty, classified professionals, and administrators in support of educational master plan goals.

Meeting Name

Members:

Erick Bell/Las Positas College
Annette Caneda/SF State University
Rajeev Chopra/Las Positas College
Theresa De La Vega/City of Livermore
Nadine Horner/LLNS
April Ingram/UNCLE Credit Union
Anne Kennedy/Las Positas College
Steve Lanza/LAM Research
Mary Lauffer/Las Positas College
Amir Law/Las Positas College
Allison Piwowarski/Student
Kristin Pollard/Comcast Cable
Lecia Roundtree/The Wine Group
John Sensiba/Sensiba San Filippo
Lisa Taylor Weaver/Las Positas College

1. Welcome and Introductions

Lisa Weaver/LPC; Rajeev Chopra/LPC; Anne Kennedy/LPC; Mary Lauffer/LPC; Theresa De La Vega/City of Livermore; Nadine Horner/LLNL; John Sensiba/Sensiba San Filippo; Lecia Roundtree/The Wine Group; April Ingram/UNCLE Credit Union; and, Erick Bell/LPC.

Recorder: Vicki Shipman/LPC

2. Approval of Prior Meeting Minutes

Minor revision to minutes, Mary Lauffer was present.

John Sensiba 1st

Lisa Weaver 2nd

Unanimously Approved

3. Industry Update

a. New Technologies

Leticia Roundtree: It's the transfer of industry skills, how can the student show that they can do those skills, how to get those students trained ahead of time, could be for industrial, using machinery, what they are finding, the students/applicants are not prepared for the workplace assessments. An example of an assessment is Prove-it. This is a software tool that tests applicants on their skills as learned in the classroom. She sees that hands-on assessments are most important prior to hiring. Students that may have the technical skills do not have the leadership skills, they may be good "workers" but as far as moving up into leadership roles, they do not have the skills.

Lisa Weaver: May be great for the Career Center to inform students of the testing/assessing in the workplace.

April Ingram: Along with not having leadership skills, she has found that employees want to move up but don't want the responsibility of what goes along with moving up. She has also found that employees, specifically the next generation, they have poor writing skills including in emails, formal correspondence, etc.

Lisa Weaver: She will send out a Text Etiquette document to the advisory.

Rajeev Chopra: Supplemental instruction to students through Work-Based Learning.

Mary Lauffer: She teaches the business communication class, students are taught to write in a business format. She has found that students do want to learn this.

April Ingram: Remind students that social media will and can make an impact with future employers.

John Sensiba: Relate it to job progression including increase in income.

Vicki Shipman: Potential Smartshop Series workshop - Social Media and the Workplace; Social Media and Your Brand; Assessing for the Job; Delivering Effective Communications; and Communication in Business.

Lecia Roundtree: Are the workshop series open to the public? Vicki Shipman will research to let the advisory know.

b. Training & Hiring Needs -

Lecia Roundtree: Has moved to behavior interviewing, it's really about answering the question as to how they are doing what it is they say they can do. As an example, are you analytical? Rather than just an answer as yes, she wants an answer with how they are analytical.

Not only finding the best fit but recognizing the potential growth for future positions.

Nadine Horner: LLNL uses this methodology as much as possible so that the questions are identified as to what is to be asked by each applicant from each interviewer.

Lisa Weaver: Shared out about Contract Education to the Advisory Board to learn more about District's Training & Development. Contract Education is a fee based consulting mechanism that designs custom curriculum based on a needs analysis performed with the company.

c. Emerging Industries - None

4. Faculty Report

Enrollments and Completions

See Handout Provided by Rajeev Chopra

I. Business Discipline Statistics

II. Other Discipline Related Activities

A. 2016-2017 – Program Preview Priorities

B. 2017-2018 – Program Review Priorities

Nadine Horner: If they don't complete their courses, don't the students need to come back to finish the courses, or do they simply transfer? They can transfer for a business degree but then need to come back/repeat (W's or F's) the courses.

Lisa Weaver: Many students are close to a degree or certificate but given their time frame, they just want to transfer.

Rajeev Chopra: At some point, LPC will implement DegreeWorks will automatically issue you a certificate or degree.

Curriculum Updates

Existing:

Retail Management Certificate – Lisa Weaver presented revisions to the certificate. LPC was one of the first colleges to initiate this certificate, over half of the CA community colleges have the program. Rolled out on a national basis through a Bill & Melinda Gates Foundation grant. Through the national review, the certificate will not be eight classes versus ten classes all online. Hoping that all community colleges will follow suit. In our service area alone, there are over 25000 employees.

Retail Strategies Course – Lisa Weaver, her objective is to rewrite all the courses.

New:

Technology Transfer –
Real Estate Appraisal – Not discussed.
Business Analytics - Data Analytics, mainly will be housed in Computer Sciences.
Finance & Banking – Not discussed.

5. Recommendations from the Advisory Board

Recommended to Revise the Retail Management Certificate from Ten Courses to Eight Courses.

Lecia 1st

John 2nd

Unanimously Approved

Recommended to Revise the Retail Strategies Courses to meet Online Educational Needs to Include Online.

Theresa 1st

John 2nd

Unanimously Approved

Recommended to Remove CIS 50 from the Course Outline, Changing the Rest to CIS 55.

Nadine Horner 1st

April Ingram 2nd

Unanimously Approved

Recommended to Pursue a Certificate in Data Analytics

Theresa DeLaVega 1st

Lecia Roundtree 2nd

Unanimously Approved

6. Other Items

Work-Based Learning Faculty/Coordinator

Mary Lauffer promoted the next Speaker Series will feature Les Schmidt of the Bishop Ranch Intelligence Innovation Accelerator. Requested from the Advisory that her students are in need of organizations/CBO's to work on marketing plans.

Reported that increasing enrollments for Work Experience and Internship classes. Mini-Job Fairs each month for employers to share out information and students to learn about employment opportunities.

Work-Based Learning Technical Assistance

Anne Kennedy announced that it was the last BUSN advisory meeting that she and the Specialists held a "pop-up" job fair. Now are having the job fairs monthly.

College Central Network – Online portal for employers and students/alumni to network for jobs and internships.

Erick Bell: Another meeting in November with Armanino. Two students interviewed last year, one placed last year, and the other one placed this year in internships.

7. Next Regular Meeting (February)

8. Adjournment
