

BUSINESS STUDIES ADVISORY BOARD

MEETING MINUTES

October 30, 2019 | 3:30pm | Room 1687

1. **Welcome and Introductions**

Rajeev Chopra, LPC; Amir Law, LPC; Tracey Coleman, LPC; Drew Patterson, LPC;
John Sensiba, Sensiba San Filippo; Mary Lauffer, LPC; Theresa De La Vega, City of Livermore;
April Ingram, UNCLE Credit Union; Nadine Horner, Lawrence Livermore National Laboratory;
Charlene Anderson, Tri-Valley Conservancy; Neeral Desai, LPC Student
Recorder: Anne Kennedy

2. **Approval of Prior Meeting Minutes**

Theresa De La Vega 1st
John Sensiba 2nd
Motion Approved

3. **Faculty Report Updates**

a. Enrollment/ Program Statistics

Rajeev reviewed the 2018-2019 Business Program Highlights (see handout). Enrollment of 2428 students reflects a 15% increase from prior year.

b. Business Symposium – Drew described the success of the Business Symposiums which were held in the Spring 2019 semester and the recent Fall 2019 event. Designed to help the students choose a degree and pathway. As a result, approximately 200 students declared a major.

c. Courses/Certificates

Leadership- Tracey developed Leadership course to be offered in the spring. Organizational Management and Leadership. Hybrid, Fast Track (8 week) class. Long term goal is to create an institute.

Entrepreneurship- Drew gave update on Entrepreneurship Certificate and Degree. Completed certificate can stack into a degree or transfer. Nadine sees a link with the City and the Switch. Theresa would recommend that students pair up with local business to work on a business improvement plan which would allow them to gain experience and create a portfolio of work.

Non-Credit- With the small business development grant, Drew has developed 15 classes and 2 certificates in Small Business Management, including Customer Service and Soft Skills. We are still in the early stages of planning. Amir acknowledged the need to bring those working in this arena together such as the Adult Schools, Tri-Valley Career Center, and the libraries.

The next step is to determine the best way to roll these classes out. Nadine suggests marketing to High Schools for students to explore business as a major. April sees a great opportunity to further her employees' development.

d. Work Experience – Mary shared information on the Work Experience Classes. She teaches 21st Century Skills. Students create learning objectives that are evaluated by their supervisor. Through her marketing efforts, the class enrollment has more than doubled. In fact, the classes are at capacity. To grow the program further, it will require more faculty to teach the classes.

4. Industry Update

a. Training and hiring needs

John agrees that the program mapping work is huge. It gives students hope and direction to stay on a path. Bookkeeping skills are still incredibly relevant. Even with QuickBooks there is a need to understand bookkeeping.

Charlene stated the importance of professional etiquette, awareness and the ability to get along with co-workers. Students should be taught how to develop an elevator speech and be able to articulate their passion when interviewing.

April concurred on the need for soft skills and professional etiquette. For employees, it is more than what you know- it is how you show up. For students, understanding their "social brand". What you post represents you and can impact your employment.

Theresa stated that wages here in Livermore are 40% lower than San Jose/San Francisco. With the affordability and cost of living issues, employers are finding it difficult to recruit and retain workers and they are willing hire and train employees. For insight, she recommended the Perspective Paper, "The Future of Jobs". (will forward the link to Anne for the advisory by email)

John mentioned that skill sets regarding data security and privacy will increase in relevance over the next several years and that working knowledge of GDPR and CCPA will be critical for everyone in business.

Neeral Desai sees the value of the Work Experience classes but since they are not transferrable to UC schools, he has not taken them.

5. Recommendations from Advisory

Motion: Nadine Horner 1st, John Sensiba 2nd
All Programs (new and modified) Approved Unanimously
Accounting Technician Certificate of Achievement
Office Technology/ Office Computer Applications
Bookkeeping Certificate of Achievement
Business Administration AA
Marketing AA
Retailing Certificate of Achievement

6. Next Meeting

Date to be determined for a spring 2020 meeting

7. Adjournment

Meeting adjourned at 5:00