Minutes
Business and Office Administration Advisory Committee
Mimi’s Café, Modesto, CA
November 7, 2014
7:15 a.m. to 8:45 a.m.

Present
- MJC Representatives: Shelly Akiona, Kevin Alavezos, Nancy Backlund, Jack Heinsius, Linda Kropp, Barbara Salerno, Nancy Sill
- Industry Representatives: Mike Henderson, Robin Jurevich, John Lazar, Suzanne McCaslin, Isaias Rumayor, Jr., Dianne Vargas, Patricia Wall
- Guests: David Darmstandler, Lorinda Forrest, Karen Price

Called to Order at 7:40 a.m.

1. Introductions – Individuals introduced themselves and conversed over breakfast.

2. Minutes – The minutes from the last meeting held on November 1, 2013 were approved.

3. Doing What Matters for Business and Entrepreneurship – Lorinda Forrest, Deputy Sector Navigator, discussed the role of the Small Business Sector program in creating jobs in the Central Valley / Mother Lode region with a focus on entrepreneurs. Her position, which is grant funded, is to reach out to businesses in the community to identify needs and gaps in the workplace. She then works with workforce development specialists and local schools and colleges to offer classes which will satisfy the needs of businesses and help people get jobs. Lorinda discussed her own background as an entrepreneur and business consultant, and also touched on trends in business and opportunities for collaboration between education and industry. Events sponsored by the Small Business Sector program include: training of veterans considering entrepreneurship, the Get Focused, Stay Focused initiative in Santa Barbara high schools, entrepreneurship workshops including a partnership with the Lyle Center at Fresno State to host the Community College Entrepreneur Pathway (CCEP) Training, Youth Entrepreneur Academy, pitch competitions, adult education programs, and professional development meetings.

4. Business Program Updates – Nancy Sill, Professor of Business Administration and Accounting, provided an update of the Business program at MJC.
   a. Personnel – The Business, Behavioral and Social Sciences Division has a new interim Dean, Dr. Jennifer Hamilton. In addition, the Business Department was able to hire a full-time tenure-track faculty position and a one-year temporary business management position for the 2014-2015 academic year. Further, the department plans to present a proposal later in the year to request a full-time accounting faculty member to replace a void left in the department from a retirement.
   b. Program/Curriculum Updates – The Business Department discussed curriculum updates and modifications made throughout the year. Program changes and updates continued to both Real Estate and Retail Management Programs, including WAFC certification.
   c. Entrepreneurship – The Business Department is exploring plans to implement a comprehensive entrepreneurship curriculum. Two faculty members will be participating in
the Community College Entrepreneur Pathway (CCEP) Training to be held in Fresno next March, thanks in part to a scholarship provided by the Small Business Deputy Sector program.

d. Course Learning Outcomes (CLOs) – The Business Department shared with the Council their CLO assessments are on track and the curriculum is up to date. The AS-T degree in Business Administration has been very popular with over 400 students declaring the Business Administration AS-T major and another 3,300 declared Business-related majors college-wide.

5. Office Administration Program Updates – Kevin Alavezos, Professor of Office Administration, provided an update of the Office Administration program at MJC.
   a. Personnel – The Office Administration Department was able to hire several part-time staff personnel to support the open/exit courses for the 2014-2015 academic year.
   b. Program/Curriculum Updates – The Office Administration Department is now offering courses in Microsoft Office 2013. The department is looking to offer these as 5-week condensed courses verses the normal 16-week format. These courses are 1-unit courses providing quick access to important office skillsets.
   c. Course Learning Outcomes (CLOs) – The Office Administration Department shared with the Council their CLO assessments are on track and the curriculum is up to date.

6. Industry Perspectives – Advisory members were asked to provide insight as to how students can be better prepared for the workforce. The following recommendations were made:
   a. Employability – Students need to learn “soft skills” in addition to academic content. They should be able to read, write, understand basic math and business matters, deal with situations, and have a sense of humor.
   b. Self-Marketing – Students need to know how to interview and write an effective resume and cover letter.
   c. Writing Skills – Students need strong business writing skills. Some businesses now require essay writing as part of the interviewing process.
   d. Professionalism – Businesses want people who care about themselves and their work. They need to be clean, neat, and have good ethics and integrity.
   e. Ability to Work in Teams – Students need to learn to work together as a team on papers, projects, and presentations.
   f. Respect – It was noted that employers want to hire individuals who respect the organization’s culture and structure, and who are socially responsible.
   g. Partnerships – Isaias Rumayor mentioned that Turlock High School would be interested in pursuing offering more college courses at their site.
   h. 2 + 2 – High school representatives interested in pursuing additional 2 + 2 agreements were directed to Flerida Arias, Director of Pre-college Programs at MJC.

7. Next Meeting – It was agreed that the next meeting would be scheduled for fall 2015.

Adjourned at 9:25 a.m.

Respectfully submitted by Barbara Salerno