

## **Business/Accounting Advisory Council**

Wednesday, May 3, 2017 6:30pm

**Advisory Board:** The Advisory Board consists of industry leaders who have been selected because of their professional background and industry leadership outside the field of education. Their professional opinions are solicited to enhance and influence curriculum to ensure current business trends, technological demands and realistic job requirements, are infused in both curriculum and policy decisions. Their participation on the council strengthens communication lines between education and the world of work.

The formation of this Advisory Board is in accordance with state **EDUCATION CODE SECTION 8070:** The governing board of each school district participating in a career technical education program shall appoint a career technical education Advisory committee to develop recommendations on the program and to provide liaison between the district and potential employers.

The committee/council shall consist of one or more representatives of the general public knowledgeable about the disadvantaged, students, teachers, business, industry, school administration, and the field office of the Department of Employment Development.

**Frequency of Meetings** California Education Code requires all Career and Technical Advisories to meet once a year in person at a minimum.

### **Advisory Board Council Members:**

David Holland (*Accounting*), Andrey Seas (*Entrepreneur*), Greg Van Ness (Tolman Insurance Services), Shigeru Kimoto (*Engineering*), Ajay Patel (*Coastal Business Finance*), Jennifer Valdivia (*BDO Accounting Firm*), Kyle McInstosh (Amgen)

**Moorpark College Faculty Attendees:** Navreet Sumal (*Department Chair*), Josepha Baca (*Business Faculty*), Perry Martin (Business Faculty), Ruth Bennington (*Accounting Faculty*) and Mary Mills (CIS Faculty)

**Leadership Attendees:** Jennifer Kalfsbeek (*Dean*)

### **Meeting Outline:**

*Short PP Presentations in the following sections presented by Josepha Baca*

1. Welcome/Introductions-Josepha Baca
2. Program Updates & Review of Previous Year Recommendation by Advisory Board-Josepha Baca
3. Update on Accounting Degree and Certificate-Ruth Bennington
4. Update on Business Worker Degree-Navreet Sumal
5. Discussion on Pathways to Degrees, Certificates, and Curriculum Development-Josepha Baca & Navreet Sumal

### **Discussion Questions:**

1. What curriculum and/or certificates are missing from our current offerings?
2. What skills do you see our students needed upon entering the workforce?

3. Is there a need for additional accounting classes? Certificates?
4. Is there a need for new curriculum and/or certificates in a hospitality entrepreneurship or supply chain?

**Advisory Board Recommendations:**

- The Advisory Board discussed the need for entrepreneurship curriculum and the differences among this student population. Two suggestions were given:
  - Consider entrepreneurial training that can provide shorter non-traditional schedules rather than traditional semester long classes and academic certificates.
  - Consider embedding entrepreneur training in existing certificate rather than building a new certificate.
- Entrepreneurial classes can be used as a method to strengthen our relationship with business and industry (SBA and SCORE) and with local universities (CLU/CSUCI/CSU Northridge) who offer entrepreneurship curriculum and training.
- Develop curriculum that imbeds emotional intelligence, effective group work habits and soft skills (networking, interview skills, email etiquette, oral communication, organizing and evaluating information, and complex problem solving).
- Develop classes or teaching methods that can assist student in understanding and developing their personal employee brand.
- Consider developing classes in corporate finance, tax accounting and personal finance.
- Consider developing classes and/or new curriculum in project management, hospitality, supply chain, logistics, real estate, legal contracts and/or risk assessment.
- The Advisory Board felt there was a need for hospitality curriculum and/or certificate in hospitality because of the growing need for employees in tourism, hotel chains, and culinary activities. Additionally, the trade conference industry has many professional opportunities.
- The Advisory Board suggested we insert training in our curriculum/certificates on how to explain the benefits of career education certificates (business, accounting, entrepreneurship, hospitality) to potential employers.