

2009 Business Advisory Committee Minutes and Summary

- Date: Wednesday April 29, 2009
- Location: Moorpark College (CCR-A)
- Industry Members present (in alphabetical order by last name):
 - Jeff Byington, Dole Food Company
 - David Kern, TC Insurance Network
 - Shigeru Kimoto, American Health Data Services
 - Larry McEwen, Farber Hass Hurley LLP
 - Jessica Migdol, JD Power and Associates
- Moorpark College Members present (in alphabetical order by last name):
 - Dan Brown, Dean
 - Pam Eddinger, President
 - Janice Feingold, Business Faculty
 - Mary Mills, CIS Faculty
 - Navreet Sumal, Business Faculty
 - Richard Torres, Outreach
 - Tim Weaver, Department Chair

Issues regarding new workforce labor pool
(brought up by Members of Industry)

- New Workforce Pool lack ability to communicate
 - Oral, written, basic math skills are lacking
- They don't understand the concept of being a team player
 - 9 to 5 attitude
 - No long term commitment ("it's just a job")
- Productivity is a big problem for some
 - Attitude: "I'm done with my tasks, so I'll just text or hop on to the Internet"
 - Students are not "reaching for the sky" to take on additional tasks
 - Sense of entitlement
- Not taught work etiquette or ethics in school
- Lack confidence to ask questions when they don't know enough
- Deficient in ability to look at the big picture
- Need skills to think through problem (consequences, other issues, etc)
- Need Certification in some fields
 - Business: Insurance, etc
 - CS: Cisco, Project Management, etc
- Need ability and training to work in "Virtual" teams
 - Some members may be sitting in different time zones and/or different countries
 - Ability to communicate in languages other than English
 - Awareness of resulting cultural issues

Recommendations

- Enforce Work Ethic in classroom
 - Use strict standards and abide by them (penalty for late assignments, etc)
 - Consider offering Ethics classes or incorporate into courses
- Expose students to the work environment
 - Internships
 - Job Shadow
 - Mentors
 - Invite guest speakers from industry
- Encourage Teamwork in class room assignments
 - Group projects were encouraged and mentioned several times
 - “Virtual” teams and group projects are very important for on-line classes
- Emphasize Communication skills in class room assignments
 - Encourage, test and improve oral, written, basic math skills
- Incorporate “real world” skills
 - Critical thinking
 - Where do I fit in the big picture?
 - Also see Ethics and Teamwork above
- Provide Certification in Business & CIS programs
- More communication from the College desired
 - Meet twice a year
 - Keep Industry members updated of progress, new items of interest
 - Newsletter should be sent out once a semester
 - Form action plan at future meetings