

Business Advisory Council Minutes

April 28, 2010

Location

- Moorpark College (CCR-A)

Date of Meeting

- April 28, 2010

Members Present

- Industry Members present (in alphabetical order by last name):
 - Lugretzia BergOrtiz, Safeway
 - Jeff Byington, Dole Food Company
 - Larry McEwen, Farber Hass Hurley LLP
 - Jason Valsamis, Bank of America
- Moorpark College Members present (in alphabetical order by last name):
 - Lori Bennett, Dean
 - Stephanie Branca, Business Faculty
 - Audrey Furrell, Work Experience/Internship Specialist
 - Tom Spraggins, Business Faculty
 - Navreet Sumal, Business Faculty
 - Tim Weaver, Department Chair

State of the Department

- Spring 2009 - 66 CRNs, 21 courses
- Fall 2009 – 47 CRNs, 16 courses
- Spring 2010 – 51 CRNs, 17 courses
- Fall 2010 – 41 CRNs, 15 courses
- Spring 2011 – 39-40 CRNs
- Must define core courses – transferrable, AA related, certificate related

State of the College

- \$6 million in cuts from the state
- MC will be 25% smaller going forward

Certificates & Proficiencies

- Suggestion –industry specific certificates from existing course offering, but consider renaming to link to an industry; grocery & banking internal training programs cover same topics; however, employees do not earn college credit currently.
- Accounting – certificates carry little weight
- Grocery – certificates would be considered; seeking candidates that have management potential
- Food industry – corporate level B.A. required
- Banking – wide variety of educational backgrounds, but also consider experience; ex: have an A.A. only, but 5 years experience
- What is the payback for a student when they achieve the certificate? We need to link the certificates to an outcome. Students should be able to clearly see the benefit of getting a certificate.
- Banking – which courses are applicable? CIS courses not as necessary because employees pick up these skills in their general life or on the job; core business topics are preferred – HR, accounting, speech, management, etc.

General Takeaways

- General business certificate of more value than topic specific certificates such as marketing, management, etc.
- Increase marketing of our certificates/proficiencies to students AND local industry.
- Committee was receptive to “ladder” or “stair step” approach.