

Business Advisory Council

Wednesday, April 18, 2012, 6:30pm

Attendees: Tim Weaver, Janice Feingold, Reet Sumal, Felix Masci, Dave Kern (insurance), Shigeru Kimoto (technology), Melissa Benassi (marketing), David Wheeler (law)

Opening Remarks

- Welcome by Felix Masci. Introductions, Review of agenda
- Purpose of BAC
- State of the college
- State of the department
- Review of SB 1440 and impact on community colleges

Discussion Question:

- How will AAT affect our industry partners?

Advisory Board input:

David Kern: Graduates should have strong communication skills (verbal, written, etc). The lack of “certificates” should not be a hindrance in the short term. Critical thinking skills are important.

Shigeru Kimoto: Certificate (like in IT) is important because it shows that skills have been mastered. Lower level computer courses are now a given – graduates should have mastered this by the time they are hired (perhaps in high school?). “Big picture” thinking skills are lacking in today’s graduates.

Melissa Benassi: 3 biggest problems: Problem solving (example: write a report with no specific direction), interpersonal skills (i.e. learn to speak on the phone, write proper emails, etc), importance of deadlines (domino effect if reports are compiled by the boss, time is money, etc). Lack of attention to detail is lacking in graduates. AAT is good for analytical type courses but may be too general/generic and it would be hard for employers to find workers with specific skills (Marketing, etc).

David Wheeler: Computer skills are very valuable. Advanced Microsoft Office skills are important. AAT courses are broad enough for temp/part time student workers. Diversity of students is important. It’s important for businesses to hire college students as they bring the latest skills to the table.