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