Business Advisory Committee

Moorpark College
April 29, 2009
Agenda

• Introductions
• Overview of the Committee
• Business Division
• Moorpark College
• Local Community
• Current Workforce Issues
• Industry Needs
• Feedback
Introductions
The Committee

• Creates a bridge between local business leaders and educators
  – Industry needs
  – College needs
Business Division

• One of the largest on Campus
  – 3000+ students in Spring ‘09

• Business is one of the most popular majors
  – At Moorpark as well as across the U.S.

• Many students are undeclared, so are not “officially” counted as “Business majors”
  – Why undeclared? Transfers, Undecided, etc.
Business Student Options

• Certificates: Business, Accounting, Communications, Management, Marketing, Sales, Small Business
• AA/AS with major in Business
• Transfer to 4 year university
Moorpark College

• Over 14,000 students (2007)
  – About 6500 Full Time
  – About 8500 Part Time
  – About 54% Female, 45% Male
  – 55% are 21 or younger, 30% are 22-39 years old
• Over 400 Faculty and Staff
• 2000+ Transfers (2007)
• AA degrees awarded: 1409 (2007)
• Certificates awarded: 202 (2007)
The Local Community 2009

• Consists of Conejo Valley, and cities of Camarillo, Moorpark, Simi Valley, Calabasas, etc.

• Situation Dire
  – Unemployment increasing
  – Home prices dropping
    • Foreclosures up significantly
  – Large and Medium sized Businesses in trouble
  – Small Business closing at a record rate

• Consequence for our students?
  – No job? Stay in School!
  – Existing job? Stay put, work longer and harder
    • Put off Graduation?
Current Workforce Issues (Millennials)

- Lack written, verbal and basic math skills
- Lack business presentation skills
- Lack “Big Picture” thinking
- Lack customer service skills
- 8 to 5 attitude
- Sense of entitlement
- Lack long term commitment to company
Current Workforce Skills (Millennials)

• Tech Savvy
  • Familiar with existing technology
  • Quick to embrace new technology
Industry Needs

• Address issues in “Issues” slide
• More Certificate programs (Entrepreneurship, etc)
• Candidates with
  – Strong bilingual skills for emerging markets
  – Ability to work in teams
  – Management skills
  – Fund raising ability (Non-profits)
• How can educators and industry leaders strive to meet the challenge of encouraging positive attitudes toward the learning and use of business skills
  – Curricular and extra-curricular activities
  – Strategic Alliance between Industry and Educators
Sources

• Economy forcing 'spoiled' generation to grow up
  – http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9131182

• Santa Barbara County Economic Review and Forecast

• Real Estate Outlook for 2009