Business Advisory Committee

Moorpark College

Sept 11, 2013
Agenda

- Introductions
- The Committee
- State of the College
- State of the Department
- Local Impact
- Proposal - Certificate
- Business Needs
- Wrap-up
Introductions
The Committee

- Creates a bridge between local business leaders and educators
- Industry needs
- College needs
State of the College

- Core mission/services/functions have been preserved
- We are now 20% smaller than at the peak (2007)
- Surveys show that 60% of jobs will need a post secondary degree or certificate
- Prop 30 helped stop the bleeding/shrinking
  - Public wants reassurances
- Average annual return rate after 1st year for community colleges in California is 52%
  - Moorpark is working on Student Success Initiatives to increase this rate
In 6 years 43% get a degree or certificate

Impact of SB 1456

- Improve educational outcomes and workforce awareness
- Close achievement gap between students who are ready for college and those not
- Decrease time required to get a degree or certificate

- #1 in number of TMCs
- #1 in transfers to CSUs (CSUN)
State of the Department

- Business A.S. Degree
- Business A.S. Transfer Degree
- SLOs updated to current demands
- Stable to slight increase in number of sections offered compared to last year
Local Impact

- CSUN only accepting AS-T in Spring 2014
- Basic skills had been impacted due to budget cuts
  - Focus on improving in this area
- Emphasis is on subject, critical thinking and logical thinking
- Emphasis on student success
Proposal – Certificate

- **Required Courses:**
  - BUS M30 Introduction to Business and Economics
  - BUS M31 Introduction to Management
  - BUS M37 Marketing

- **Electives: Pick two courses**
  - **Accounting Option:**
    - ACCT M110 Financial Accounting
    - ACCT M120 Managerial Accounting
  - **Economics Option:**
    - ECON M01 Principles of Microeconomics
    - ECON M02 Principles of Macroeconomics
Electives: Pick two courses (cont.)

- Marketing Option:
  - BUS M38 Advertising
  - BUS M39 Business Communications

- Small Business Option:
  - BUS M32 Small Business Management
  - BUS M33 Business Law

Discussion: As an employer, would you find this certificate of value?

- Why or why not?
Business Needs

- Discussion and Feedback
  - What do you need?
  - What do you see?
  - What can we do?
Wrap Up

- Thank you very much
  - You are our eyes and ears in the business world
  - You are our reality check
  - You are the boots on the ground