

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)

Your Feedback...

- 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**
 - http://www.ucsb-efp.com/PPT/2009/SB_Watkins.ppt
- **Real Estate Outlook for 2009**
 - http://www.ucsb-efp.com/PPT/2009/SB_Lesh.ppt