

# **Business Advisory Council**

## **Wednesday, Sept 11, 2013, 6:30pm**

Attendees: Janice Feingold, Reet Sumal, Felix Masci, Dave Kern (insurance), Larry McEwen (accounting)

### **Opening Remarks**

- Welcome by Felix Masci
- Introductions, review of agenda
- Purpose of the BAC
- State of the college
- State of the department
- Proposal – Certificate in Business as stepping stone towards degree/transfer

### **Discussion Question:**

- Would employers find the Business Certificate to be of value?

### **Advisory Board input:**

- Ask members of local Chamber of Commerce for feedback on certificate.
- Ask Larger Employers (mid-size+) for their feedback on certificate.
- Create a marketing piece for certificate.
  - Get help from graphic designer.
  - Market to the local employers as a starting point.
- Smaller employers have a very narrowly defined need in certain areas. They may need specialized certificates for specific skill sets.
- Ask HR employers or employment agencies for titles commonly used in Industry. Use these titles for EMSI search.
- Certificate likely not of value for older employees (experience supplants it). However, it would be very valuable for students new to the job market to get “big picture” perspective.
- Create a surveymonkey for our advisory board and ask Larry & Dave to forward to Provisors.