

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

State of the College (cont.)

- 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

Proposal – Certificate (cont.)

- **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**