

**College of Marin
Business and Information Systems Advisory Committee**

Minutes of the Meeting

Friday, November 20, 2015, 12:30pm

Deedy Staff Lounge

Present

Jonathan Eldridge, VP College of Marin	John Hinds, CIS College of Marin, Faculty
Elizabeth Pratt, Dean CTE, College of Marin	Gina Cullen, Counselor, College of Marin
Nicole Cook, BUS/CIS College of Marin, PT Faculty	Kurt Jackson, Autodesk
Yvonne Ortiz, BOS/CIS College of Marin, PT Faculty	Susan Forsyth, BUS College of Marin, PT Faculty
Nancy Willet, BUS/REAL College of Marin, Faculty	Joan Carlson, Edward Jones
Brian Wilson, BUS/BOS College of Marin, PT Faculty	Ed Essick, CIS College of Marin, PT Faculty
Leonard Weingarten, San Rafael Chamber of Commerce	Michael Cairns, BUS College of Marin, PT Faculty
Denise Trevino, Nelson Staffing	Jon Burns, Einstein Noah Restaurant Group
Robert Friedman, Redwood Credit Union	Sheila Whitescarver, BUS College of Marin, PT Faculty
Corina Rollins, REAL College of Marin, P/T Faculty	Linda Frank, Advancement, College of Marin
Matt Hughes, Marin Association of Realtors	Katheryn Horton, Marin County Office of Education
Ross Goodwin, BUS College of Marin, P/T Faculty	Laurie O'Hara, Working Solutions
A. Joe Ritchie, CIS College of Marin, Faculty	Tom Millard, MCOE/Marin Employment Connection
Norman Pacula, BUS College of Marin, Faculty & Chair	Caran Cuneo, Marin County, WDB
Vivian Olsen, BIS Dept. Admin. Assist., COM	

INTRODUCTION TO MEETING

Jonathan Eldridge, Vice President of Student Services and Student Learning at College of Marin opened the meeting at 12:45pm by welcoming all attendees and thanked faculty and staff with regards to their participation on partnering with the community.

Elizabeth Pratt, Dean of Career Technical Education (CTE) at College of Marin then explained the purpose of the meeting is to have COM present their curriculum to representatives from industry for review and then industry representatives provide suggestions for updating curriculum. Elizabeth stated first we will have a brief overview of the Business Information System Department and then members today will be breaking into the following program groups to “brainstorm” what we can do to better serve our students: Business (BUS/STAT), Business Office Systems (BOS), Computer Information Systems (CIS), Real Estate (REAL). Elizabeth asked all attendees to introduce themselves.

BUSINESS AND INFORMATION SYSTEMS DEPARTMENT

Norman Pacula, Business and Information Systems Dept. Chair used PowerPoint slides to provide an overview of the Business and Information Systems Dept. and first described the 5 disciplines under BIS: Business and Statistics which primarily serve transfer students and Business Office Systems, Computer

Information Systems, and Real Estate which serves CTE students. Students who enroll in BIS courses come to gain new skills, to build skills to find employment, or improve skills to advance with their employers. The BIS Dept. offers 3 degrees: AS-T in Business Administration, AS in Computer Information Systems, and AS in Real Estate. The BIS Dept. is currently in process of offering two additional degrees: AS Business (non-transfer degree) and AS-T degree in Information and Communication Technologies. In May 2015 COM awarded 35 AS-T degrees and 32 were in Business Administration. The BIS Dept. also offers 5 Certificates of Achievements. Recently 14 new courses have been added to the BIS curriculum and to better serve the needs of students several courses are being revised from full semester courses to 8 weeks to get them through more quickly. The BIS Dept. is involved in a new program to serve students that show poor transfer rates or need remedial math called STATWAY placed under statistics in the BIS Dept. The aim of this program is to aide liberal arts and non-STEM students to get through the required math sequence quickly and successfully. The BIS Dept. is also involved with interdisciplinary programs such as with social sciences working on the Global Studies and Social Justice Studies Programs. Norman concluded his discussion by mentioning that a \$2,500 scholarship set up by a former COM graduate student will be granted to one of our business students.

COMPUTER INFORMATION SYSTEMS (CIS)

Professor A. Joe Ritchie explained the role of the Computer Information Systems (CIS) discipline and the 3 major populations served: 1) transfer students 2) working population and 3) ESL and basic skills. CIS recently revised full semester courses to 8 weeks to better serve the needs of ESL and basic skills populations. The goal of CIS is to incorporate learning technology with a business perspective. Another area CIS covers is classes in networking and security. CIS offers 4 Departmental Skill Certificates. In addition CIS provides the courses needed to prepare students to earn Microsoft Office Specialist Certification which can be tested here at COM.

BUSINESS (BUS)/ENTREPRENEURSHIP

Professors Nancy Willet and Ross Goodwin jointly presented a PowerPoint presentation regarding the Business (BUS) discipline and Entrepreneurship Projects. Nancy and Ross talked about the expansion of the Entrepreneurial Program with 3 recent grants: 1) Northern California Career Pathways Alliance (NCCPA) CTE Pathway Project which focuses on high schools, community colleges, and employers to work in collaboration to connect high schools with community college programs and employers will provide internships and ultimately employ the graduates of the program. 2) Faculty Entrepreneurship Champion Mini-Grant CCC EWD Program involves research and work with faculty on an Entrepreneurship Certificate and/or general business AS degree with entrepreneurship emphasis. COM professor Ross Goodwin has been named the Faculty Champion. 3) Youth Entrepreneur Program between high schools and community colleges to develop entrepreneurship curriculum. Nancy mentioned reaching out to partners such as California Community Colleges Economic and Workforce Development, Marin County, other counties, local high schools, and local businesses. Nancy also provided a list of upcoming events that members attending this meeting can get involved with.

BUSINESS OFFICE SYSTEMS (BOS)

Professor Brian Wilson spoke about the Business Office Systems (BOS) discipline starting out with 4 benefits of the program 1) quality of instruction 2) resources 3) BOS Business Office Professional Certificate 4) low cost. BOS offers Microsoft Certified course BOS 150 (Word). There also is the Business Office Professional Certificate for 18 units. Students are encouraged to earn a certificate to begin to create their own portfolio to bring to businesses when searching for employment.

PROGRAM GROUPS REVIEW

BUSINESS (BUS)

The first idea discussed was internship programs to connect with businesses. A personal finance course was suggested which the BIS Dept. will be offering for the first time in Fall 2016. Also market programs to businesses directly to reach out to employers.

BUSINESS OFFICE SYSTEMS (BOS)

The skills employers are looking for the most were talked about and identified by Denise Trevino of Nelson Staffing. Employers want some level of Excel skills. Also another useful skill employers look for are QuickBooks. Next an idea for promotion of COM to the public was to do a sample class on YouTube linked off the college website.

COMPUTER INFORMATION SYSTEMS (CIS)

Career readiness with possible internships at Autodesk or other local employers. The idea of “co-op programs” as work based learning was also discussed for example create an advanced topics course at COM (perhaps 1.5 units) which combines COM and a project with an employer such as Autodesk.

REAL ESTATE (REAL)

Get more realtors to come into the classroom. They could work with students on the use of business social media which is not usually covered in Real Estate courses.

ENTREPRENEURSHIP

Students need to get skills for the working world such as simple accounting, how to look at a budget, personal budget, clerical (computer skills), simple marketing skills, soft skills (sales, dress, attitude, team building skills, proactive engagement). The idea of having COM partner with a “pitch competition” event was suggested. This event offers a grant to start a business and is rotated around different Bay Area counties such as Sonoma, Marin, and Napa. A guest lecture series was talked about, a topic for example “what does a business person do” was suggested. An employer commented that we need to find a way to break the entitlement attitude (need hard work to get ahead not just be there).

NEXT MEETING

April 29, 2016

ADJOURNMENT

The meeting adjourned at 2:00pm.

Respectfully Submitted,
Vivian Olsen