COLLEGE OF
MARIN

College of Marin
Business and Information Systems Advisory Committee

Minutes of the Meeting
Friday, April 29, 2016, 8:30am
Deedy Staff Lounge

Present

Daniel Burge, Microsoft Store Corte Madera	Denise LaBuda, Matrix
Jon Burns, Einstein Noah Restaurant Group	Jason Lau, Sonoma State University
Mike Cairns, BUS P/T Faculty, COM	Christine Li, BUS F/T Faculty, COM
Jamelia Carson-Brown, REAL P/T Faculty, COM	Tom Millard, MCOE, Marin Employment Connection
Nicole Cook, BUS/CIS P/T Faculty, COM	Gregory Milton, Sonoma State University
Gina Cullen, Counselor, COM	Vivian Olsen, BIS Administrative Assistant, COM
Caran Cuneo, Marin County Workforce Develop Board	Yvonne Ortiz, BOS/CIS P/T Faculty, COM
Ed Essick, CIS P/T Faculty COM	Norm Pacula, BIS Chair and BUS Faculty, COM
Linda Frank, Advancement Office, COM	Elizabeth Pratt, Dean Career Technical Education
Robert Friedman, Redwood Credit Union	A Joe Ritchie, CIS F/T Faculty, COM
Ross Goodwin, BUS/STAT P/T Faculty COM	Megan Sherman, Connect, LLP
Amanda Gordon, Student, COM	Leonard Weingarten, San Rafael Chamber of Commerce
John Hinds, CIS F/T Faculty, COM	Nancy Willet, BUS F/T Faculty, COM
Miriam Hope Karell, SBDC Manager	Brian Wilson, BOS/BUS P/T Faculty, COM

INTRODUCTION TO MEETING

Norm Pacula, Business and Information Systems Dept. Chair opened the meeting at 8:45am by welcoming all attendees and thanked all for their participation on attending the meeting. Norm explained the focus of the meeting today is to receive feedback from industry to improve our programs. Norm announced that members in the meeting today will be breaking out into three groups for discussion and brainstorming: 1) Computer Applications 2) Entrepreneurship and 3) Sonoma State University Initiative Then Norm asked everyone to introduce themselves.

APPROVAL OF MINUTES

Minutes from the previous meeting were distributed to all via email. Nicole Cook motioned to approve minutes of November 20, 2015; Mike Cairns seconded the motion. **Minutes Approved.**

UPDATES BUSINESS AND INFORMATION SYSTEMS DEPT. (Dean Elizabeth Pratt)

Dean Elizabeth Pratt thanked all for attending and then summarized highlights for the Business and Information Systems Department:

- College of Marin is hosting a Youth Entrepreneur Boot Camp (June 20-24) located at Indian Valley Campus. Fee is $200 but students who apply can get scholarships
- New International Business class offered Fall 2016 taught by Christine Li

- New E-Commerce class offered Fall 2016 taught by Michael Cairns
- New Introduction to Hospitality Management class offered Fall 2016
- Starting Alpha Beta Gamma Honor Society at College of Marin. More information regarding this will be presented by Christine Li.
- Sonoma State Initiative (B.S. Business Degree Completion with Sonoma State University)

STUDENT FROM BUSINESS (Amanda Gordon)

Nancy Willet presented business and Sir Francis Drake high school student Amanda Gordon. Amanda pitched a plan to start her own jewelry business for one of her classes and while doing research on the jewelry business learned about the unethical and cruel treatment of children in the mines of Third World countries. Concerned about the welfare of these children Amanda organized along with the College of Marin Business Club a Yoga for Schools Fundraiser at College of Marin scheduled for May 14, 2016. This idea is for participants to pay for one or more yoga lessons and all proceeds will go to Diamond Development Initiative Mobile Schooling Project (bringing mobile schools to children who work in the mines).

BUSINESS AND ENTREPRENEURSHIP (Ross Goodwin/Nancy Willet)

Ross Goodwin highlighted at College of Marin there will be a business pitch competition for three COM business classes to compete: BUS 101 (Intro to Business), BUS 121 (Entrepreneurship), and BUS 124 (Marketing) scheduled for May 9, 2016. All competitors receive a certificate of completion. Winner receives an A for the class and free entry to the Entrepreneur Boot Camp. The Entrepreneur Boot Camp is for students to explore what it is like to own a business and they work on writing their own business plan. Next Nancy mentioned we have a new Entrepreneurship/Small Business Management Certificate of Achievement being proposed which will consist of 18-19 units in business and computer information systems classes.

ALPHA BETA GAMMA HORNOR SOCIETY (Christine Li)

Christine Li spoke about our Business Department is currently in the process of starting a local chapter of Alpha, Beta Gamma Honor Society. The Academic Senate is very supportive of the idea. The application process is waiting for COM Board approval to move forward. It is expected to be fully launched in Fall 2016. Christine highlighted the benefits to students as follows:

- Recognition of individual academic achievement
- Leadership opportunities through chapter officer positions
- Opportunity to write for The Honors Journal
- Use of Alpha Beta Gamma moniker on resume
- Exchange of intellectual ideas at local chapter functions and at national conferences
- Networking opportunities with other business students and business leaders
- Enhancement of employment applications and applications to four-year colleges and universities
- Over $500,000 in scholarships reserved for ABG members

COMPUTER APPLICATIONS – GROUP REPORT

Nicole Cook started the meeting by identifying the participants that were not faculty and explained the objective was to allow the faculty members to hear the input from the community participants. Focus to discuss on what computer skills get students hired. Nicole asked for someone to go first.

Daniel Burge (Microsoft Employee) began the discussion with an inquiry as to the degree to which we cover earlier versions of the Windows Operating System when we are covering how Microsoft Windows and the related Microsoft applications work. The emphasis of his inquiry revolved around students finding themselves at a company that is still using older Operating Systems and if they only knew the latest version of the Microsoft Tools or it we compare the latest version of the tools to older versions hence allowing the students to be more proficient in a wider variety of environments. John Hinds, Ed Essick and Nicole answered with a variety of responses for different classes. Nicole asked Daniel what about other Operating Systems like Mac and Linux? Daniel indicated he had only a small amount of experience with Mac systems, however, he indicated that he has witnessed that anyone proficient with Linux (during an after session discussion he identified Ubuntu specifically) as a skill that quickly gets a person hired. John contributed a discussion on a history of computer information systems that he gives as part of his CIS 110 class. Nicole asked about Open Office and Libra Office since Microsoft Office had been mentioned. Daniel expressed a negative opinion about these products that compete with their corresponding Microsoft versions. He also mentioned an issue about Open Office and Malware, which Nicole said she has never experienced in the many times she used or put a client on Open Office.

Nicole prompted one of the Workforce Development people to contribute. Tom Millard indicated that a number of the people he was encountering (Tom does Computer Technology training for Marin County Workforce Development) had a great deal of enthusiasm with computer gaming and that training that leads to the student being more involved with the gaming industry would bring in more students. Tom also mentioned that the people he was seeing were very into their phone platform (as opposed to desktop, laptop, or tablet computer) and that app development was in the forefront of their interest. Daniel indicated that Microsoft was pushing the cloud connection with much of their new product line, which is consistent with the app development topic. Tom mentioned that the keyboarding class which was discussed before the group convened would be helpful for a number of the people he was working with. John asked a question about keyboarding should this be taught on physical keyboard or on a tablet. Tom initially focused on the problem with tablets being stolen but did end up indicating that some training using tablets for keyboarding might be useful. Caran Cuneo (the other Work Force Development representative) indicated that labor market was tight and that she was seeing people in their 40's and 50's coming in for training. She mentioned that just about every occupation needed some level of computer technology proficiency. Caran also mentioned that there was a need for people who could bridge the technology to business communication gap. There was some discussion about how technical people could communicate with each other but not necessarily communicate well with their business counterparts – a Project Management skill). Caran also emphasized that there was a difference between playing computer games and acquiring the skills to create computer games with the former being much less employable than the latter. Ed asked for general office workers, what were the skill sets that employers were looking for? Caran reiterated everyone needs to know (computer) technology. Tom added understanding Office365 and in particular OutLook is an important skill set for anyone seeking employment in an office environment. He indicated he teaches at the Marin County Work Force Development facility. Caran added that Excel is a tool that currently is in demand with employers she is working with. She also mentioned "social media" tools. The one in particular that she mentioned was "Constant Contact" a marketing/customer management tool. Tom added LinkedIn as a social media tool students should be familiar with. Brian Wilson asked "how much in house training are employers providing? Caran indicated "none" and that she could secure funding if the BUS/CIS department could offer on-site training. She indicated she would like to see this type of course offering. Nicole asked about tools like SharePoint (Microsoft's intranet employee media tool) but Caran and Tom had not heard of any demand for it. Daniel added that "there is a wide range of skill sets required for different business information workers

depending on what they do." Daniel indicated that some of the more technical skills that would be beneficial for students to have (in a Microsoft environment) would be Active Directory and Exchange Server. Nicole asked about non-Microsoft competing technologies like the LAMP (Linux Apache MySql and PhP) stack, however, Daniel did not have any exposure to these technologies. Daniel also brought up XML and Batch file experience as useful tools for students on a more technical track. Daniel also indicated that a more in-depth discussion on email systems would be useful for the students on a more technical track. Not just Client vs. Web email but POP (Post Office Protocol) vs IMAP (Internet Message Access Protocol) vs Exchange (Microsoft's propriety email technology also known as MAPI, which allows applications to interact with Exchange email service). His focus was on "could students tell them apart in a work environment?" (i.e. This discussion http://howtogeek.com/99423/email-whats-the-difference-in-pop3-imap-and exchange/)

ENTREPRENEURSHIP – GROUP REPORT

Focus: making more practical and real for students
Business planning should be part of the class pitch

Megan Sherman: Human resources piece. When consulting Nancy, spend a lot of time talking about their skill sets, aptitudes. How to you create a team. The bookkeeping piece, legal advice and all those components. Advisory based on conversations and questions. Need for a mentorship program. Let them know what that really means to them. Real world challenge for our business clients: what advice would the students give? Use these in the classroom. **Skill set assessment / what team is needed. Using case studies from local businesses**

Miriam Karell: ways to attract different types of people. Faster for some who want certain groups of classes. People are open to education, but long time commitment. Can we develop tracks they can take when they want it? Some people don't want to take a full course. Idea student can select their goal and choose a path. People's eyes glaze over on a business plan: but she talks about a living busines plan: they can take it with them and work it in the future. **Mix/match/tracks, shorter courses.**

Robert Friedman: Credit Union: understanding fiance, personally and otherwise. Universal need. People need this help. Lecture on the importance of personal business credit. Personal and business finance class: credit score and ability to borrow money. financial planning seminars. Entrepreneurs turn over finances to a trusted person who rips them off. Talk to Nancy: finding something useful, make it personal so they will open their eyes and be interested. **Need for personal finance class**

Jon Burns bagels: taught a profit and loss. Fi they can understand personal finance, they can run a business. What is required of you to talk to any lender: vital to understand. If you don't know that going to mess up. People think it is easy to run a business but it has high failure rates. Passion won't get you there. Actually build a business where actually sell for a service. They put in money and perhaps get some back.

Leonard Weingarten: field trips and guest speakers needed.

SONOMA STATE INITIATIVE – GROUP REPORT

Jason Lau and Greg Milton explained Sonoma State's School of Extended and International Education as follows:

Sonoma State University's School of Extended and International Education connects the community with lifelong learning opportunities. We offer a multitude of academic credit and degree programs to meet the

needs of our growing university. Our Executive MBA programs provide an accelerated way for a bachelor's degree holder to get a master's in business administration from an AACSB-accredited program within 17 months. This degree is also available with a focus on the wine industry, a mirror image of our wine business concentration for SSU's part-time MBA program. Master's degrees in Organizational Development and Spanish provide other educational opportunities.

Our certificate and non-degree courses and programs provide continuing education to many professions, a critical need for remaining competitive in fields such as our nursing, human resources and construction. Our lifelong learning programs serve community members from 9 to 90 years of age, focused on our EXCEL programs in the summer and our year-round programs in the Osher Lifelong Learning Institute or OLLI.

Our international programs welcome students from all around the world and also helps send our students to places and experiences that will change their lives forever.

Next Jason and Greg explained the anticipated partnership with College of Marin for the B.S. Business Administration Degree Completion Program:

The Business Degree Completion Program (DCP) we are looking to start in 2017, with classes held at College of Marin Kentfield Campus, would provide the last two years (60 units) of coursework towards a B.S. in Business Administration for students. Admitted students would have to have a minimum of 60 units to apply, including all lower division graduation requirements and business major pre-requisites. COM students who have completed the business track, AA degree with at least a 2.5 GPA would meet the admissions requirements (these are the basic transfer requirements to CSU Business Administration programs, not considering impacted program criteria).

Business DCP would provide 48 units of upper division major courses over two years in Fall and Spring terms. The remaining 12 units of upper division General Education requirements would be made available through summer offerings, primarily online. Fall and Spring courses would be offered on the Kentfield campus evenings and Saturday, each course usually meeting once per week. The initial capacity of the program will be a 25 student entering cohort once per year. It is assumed that some students will proceed through the program full-time and others part-time. The program is designed to accommodate College of Marin students who complete their AA degrees as well as re-entry students. The latter may need to complete some pre-requisites at COM prior to admission.

While in the Business DCP, students will sign up for a one-unit COM course each term, which will allow access to regular COM student services, advising, health services, etc.

As an SSU B.S. in Business Administration degree, academic criteria for faculty and courses will adhere to the accreditation standards of the SSU School of Business and Economics (SBE). Within these criteria, the School of Extended and International Education (SEIE) will work to hire instructors from SBE (tenure-track and instructor pools) and from qualified, interested COM faculty. Additional adjunct instructors will be hired as necessary. In addition, an on-site faculty coordinator will be hired, preferably from among the COM faculty. All faculty instructors and coordinators would work for SEIE in the Business DCP in addition to any assignment at COM. SEIE will provide overall program direction, coordination, and management in consultation with the appropriate units and individuals at SSU and COM.

This is a self-supported program and financial aid will be made available to students. It is hoped that this will set up as a model for future programs.

Norm Pacula concluded the meeting by thanking all once again for attending.

NEXT MEETING

Fall 2016

ADJOURNMENT

The meeting adjourned at 10:00am.

Respectfully Submitted,
Vivian Olsen