College of Marin
Business and Information Systems Advisory Committee

Minutes of the Meeting
Thursday, November 17, 2016
12:30pm
Learning Center 39

Present

Mike Cairns, BUS P/T Faculty, COM	Kurt Jackson, Autodesk
Joan Carlson, Edward Jones	Denise LaBuda, Matrix
Jamelia Carson-Brown, REAL P/T Faculty, COM	Jesse Madsen, Marin County Office of Education
Nicole Cook, BUS/CIS P/T Faculty, COM	Vivian Olsen, BIS Administrative Assistant, COM
Gina Cullen, Counselor, COM	Yvonne Ortiz, BOS/CIS P/T Faculty, COM
Caran Cuneo, Marin County Workforce Develop Board	Norm Pacula, BIS Chair and BUS Faculty, COM
Ed Essick, CIS P/T Faculty COM	Elizabeth Pratt, Dean Career Technical Education
Lissette Flores, Internships COM	Leonard Weingarten, San Rafael Chamber of Commerce
Katheryn Horton, Workforce Development Grants, COM	Nancy Willet, BUS F/T Faculty, COM

INTRODUCTION TO MEETING

Norm Pacula, Business and Information Systems Dept. Chair opened the meeting at 12:45pm by welcoming all attendees and thanked all for their participation on attending the meeting. Then Norm asked everyone in attendance to introduce themselves.

APPROVAL OF MINUTES

Minutes from the previous meeting were distributed to all via email. Nicole Cook motioned to approve minutes of April 29, 2016; Denise LaBuda seconded the motion. **Minutes Approved.**

BUSINESS AND INFORMATION SYSTEMS DEPT. UPDATES (Norm Pacula)

The Business and Information Systems Department is currently undergoing Program Review which involves using data to evaluate courses, programs, and overall department performance. At same time the BIS Dept. is also undergoing Student Learning Outcomes (SLOs) assessment which shows how effective programs are in accomplishing objectives that were set for courses and programs by faculty. The state of California has allocated money in order to improve outcomes for our Career Technical Education (CTE) programs. Proposals are currently being submitted for awards. The BIS department has made the decision to transfer our Business Office Systems (BOS) courses into Computer Information Systems (CIS) courses due to low enrollments in BOS over the last several semesters. BIS is focusing on the state mandated program Business Information Worker and Norm handed out a brochure to pass around which explains the program. Also, the BIS Department is at the beginning stages of focusing on Cisco certifications, networking, and Internet security. Nicole Cook was introduced to discuss her involvement and her proposal to receive a grant regarding Cisco certifications. Nicole talked about what this certification involves is a staged track of classes that get you into certifications. The first couple classes are related to

CompTIA A+ that get you two entry level certifications. Two more classes provides another certification CCENT and then more classes lead up to Cisco Certified Network Analyst (CCNA) which gets you in the door to employers. Additional classes can lead up to obtaining Cisco Certified Network Professional (CCNP) which is highly in demand. A question was asked if these certifications are for small employers or large scale employers. Nicole answered they would appeal to both because a small employer might hire to have a consultant and the larger businesses might employ multiple people with this skill set. Cisco CCNA could provide multiple skill sets such as Systems Analyst to Database Administrator. Elizabeth Pratt then added that both these BIS programs are working to meet the needs of the workplace and CTE is involved in trying to identify skills that have the highest demands in the workforce. Elizabeth added we also need feedback from industry regarding what kind of skills students need to get jobs and internships.

Norm next talked about the BIS Dept. went from offering 1.5 units - 8 week courses and then turned them into full semester 3.0 units. This proved to be a mistake as seen by declining enrollment and now BIS is back to offering 8 week sessions and there has so far been a slight increase in enrollment especially in Excel. BIS is offering new courses such as Hospitality Management and also for the first time this Spring 2017 semester a course in Business Social Media is being offered. Also being put forward is a Legal Assistant Program and Hospitality Management Program. BIS added a STATWAY Program which is a new program designed primarily for nonSTEM majors and students who have had trouble passing math and statistic classes. BIS gained a new full-time faculty member from the Math Department, Maula Allen, who teaches these classes under statistics and who obtained special training to teach the STATWAY courses.

SONOMA STATE (Business Degree Completion Program)

Sonoma State is offering a Business Degree Completion Program where a B.S. degree in Business Administration can be obtained by taking classes at College of Marin. It is looking like three classes will be launched starting Fall 2017 at College of Marin for this program.

FUTURE OF BIS ADVISORY COMMITTEE

Norm Pacula asked to discuss the future of BIS Advisory Committee regarding the composition since BIS is a broad program comprised of five disciplines. Norm asked for feedback regarding the possibility of breaking the BIS Advisory Committee into smaller groups with smaller member attendance such as 8-12 members per groups. The three major areas Norm suggested as possible new groups were Computer Information Systems Advisory group, Entrepreneurship/Small Business Management Advisory group and Real Estate group with faculty and members from the community. Norm then mentioned Applied Accounting as a possible advisory committee. Norm then asked for feedback regarding forming these smaller groups. Bringing in data regarding enrollments, certificates, and who we are serving was suggested to maybe analyze at advisory committee meetings. EMSI software was suggested to use for data resources and at COM the data dashboard. Another suggestion was online Web conferencing for our advisory committee meetings using CCC Confer for example. Next Gina Cullen COM head counselor, was introduced and then Lissette Flores as Coordinator of Service Learning internships at COM was introduced. Lissette mentioned she gets questions from employers asking what classes have students taken and what skills set they are bringing in. Norm then asked for next steps in forming smaller groups for advisory committees. Self selecting for groups and then asking businesses to host meetings and out reaching to businesses to get them to be a part of a group was suggested. An annual survey was suggested to send out to businesses so you can start to see trends. Another idea was using some form of social media to provide an ongoing online group. Another online format that was brought up is similar to match.com but matching teachers with industry people. A goal of future meetings should be outcomes regarding why we are here using data to make decisions was also suggested.

To get feedback and comments from members present Norm then asked everyone to break out into the following three groups for discussion: Computer Information Systems (CIS) which also includes Business Office Systems (BOS), Entrepreneurship, and Real Estate. Norm also said that COM catalogs where available for these groups to look at the COM certificates that are offered and to make suggestions or comments.

NEXT MEETING

Spring 2017

ADJOURNMENT

The meeting adjourned at 2:00pm.

Respectfully Submitted,
Vivian Olsen