LOS ANGELES MISSION COLLEGE  
BUSINESS | COMPUTER AND OFFICE TECHNOLOGIES  
ADVISORY COMMITTEE MEETING MINUTES  

Date: Friday, May 16, 2014  Time:  10:00 am  Location: Executive Dining Room

<table>
<thead>
<tr>
<th>MEETING CALLED BY</th>
<th>Vilma Bernal- Vice Chair of the Business Department/ Instructor</th>
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<tr>
<td>TYPE OF MEETING</td>
<td>Advisory Committee Meeting</td>
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<tr>
<td>FACILITATOR</td>
<td>Vilma Bernal</td>
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<tr>
<td>TRANSCRIBER</td>
<td>Muzett Hernandez</td>
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<td>ATTENDEES</td>
<td>Pat Flood, Joyce Woodmansee, Leslie Bridges, Edith Lorrimer,</td>
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<td>Richard Arceo, Brian Foley, Aleea LeBlanc, Jason Bordbar,</td>
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<td>Darlene Montes, Russell Tuchman, Mark Hobbs, Cathy Brinkman,</td>
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<td>Delia Contreras, Richie Aribuabo, David Franco, Vilma Bernal,</td>
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<td>Steve Nerud</td>
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OPENING – Vilma Bernal

Input and ideas are greatly appreciated but are not required. Informal meeting.

Introductions

All attendees introduced themselves.

Vilma Bernal – Instructor at LAMC in Business Management.

Darlene Montes – Dean of academic affairs at LAMC

Leslie Bridges – Employed at Universal Studios works with the film entertainment group/ focus features.

Russel Tuchman – Co-founder of Buddy Truk mobile application.

Brian Foley – Founder of Buddy Truk.

Richard Arceo – UPS, HR recruiter for San Fernando Valley.

Jason Bordbar – Business instructor at LAMC.


Aleea LeBlanc – Warner Center Marriot. HR Director.

Richie Aribuabo – CTE Community Collaborative LAMC.
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Delia Contreras – Assistant manager at Sam’s Club. San Fernando

Mark Hobbs – Works with high schools students to help them transition into LAMC.

Edith Lorrimer – Whittier Trust Company. AVP HR Officer/ Student

Cathy Brinkman – Associate Dean/ Career Technical Education at LAMC

Steve Nerud – Instructor at LAMC/ Accounting and Finance.

Pat Flood – Business and Law Department, Chair

Joyce Woodmansee – Professor of Computer Applications at LAMC

Labor Market Demand & Industry Surveys.

Mark gave a background presentation on labor market data in LA County. Major points included. Please see attached.

- 22% of employees have less than a high school diploma.
- 20% have an equivalency of a H.S. Diploma
- When employment goes down students and employees keep jobs.
- Majority of our students are living under $40,000 a year.
- Recession’s impact on economy and the recovery.
- Shows LA county sector, in terms of what we are doing manufacturing is about 10% of retail. Big ones are Professional Business services, Health education, Hospitality, and Government.
- New jobs in the sectors, construction, financial activities, and professional services in education, leisure and hospitality are the big ones in LA County.
- Administrative in sport services.
- Food & Accommodation services.
- Entertainment industry
- New jobs top two are Administrative & support services and Food services/ drinking places.
- Potential job generations.
- Generating new jobs but over 300,000 will be replacements.
- Majority of jobs will require high school or no education.
- Jobs requiring bachelor’s degree
- AA jobs with lower wages.
Certificates and Degrees – Comments and Suggestions

Vilma referred to the handouts. Floor is open for suggestions and ideas.

- AA degree in Business Administration
- Business Administration- Program learning outcomes
- Business, Management, Marketing, Finance and Accounting

Students have said in the past the AA degree classes are lengthy so students just take some courses and then transfer. Core courses are those that must be taken no matter what AA you are looking to gain. If students see this path we are thinking they will be able to complete and gain certificates that have value for the working fields.

Industry Needs and Recommendations

Pat Flood speaks about two other handouts. New courses added are school to work portfolio which helps students learn how to write a cover letter and resume. We are finding that many students are deficient in this area. Also social media has added QuickBooks class to be better prepared for automated accounting.

- Associate of Arts Degree in Computer Applications and Office Technologies.
- Computer Applications & office technologies skill certificates.

Students are in such a hurry to finish unaware that they are unprepared for the higher end college courses. Students are having difficulty with emotional intelligence to understand that they are not going to start a job and six months later they are going to get their first promotion. General accounting principles must be taught. First two courses in accounting are transferable. The question is, is there value in having a certificate or a two year degree in accounting? The Hypothesis is that students need a four year degree in accounting. Based on the statistics LA County desperately needs these programs. We have two sets of students those that want to improve their life styles and those that use the college institutions as a pathway so there is value in having both certificates and AA degrees available. Personal finance should be added to all the courses. Many students jump from job to job searching for instant gratification to get higher paying jobs and positions. Many students with bachelors are returning to school looking to gain more certificates and or take courses in order to get hired in the industry. Students must also understand that although they have their degree in finance they must choose what area in finance they want to work in. Depending on the area they choose some may require more education than others.

New types of interns are coming into the Marriot with the assumption that they have learned everything they needed to and are ready to move on without even completing their hours required for the course.

For accounting 3 and other computer application courses, some form of accounting software is required. It is vital that students in finance to at least understand excel. At the moment accounting is setup for transfer but if we did a certificate then we would incorporate QuickBooks, excel and communication.
Some companies are looking to four year degrees, but it does not mean that students that have a certificate in accounting will not be considered it might just be a bit harder and companies will have to look at the background of the certificate and the experience of that particular case. Practical excel skills and communication would be just as important as debits and credits. Most people understand that but being able to explain that in writing is not a common skill. When looking at an applicant with more experience versus an applicant with a certificate some companies might go towards that with the certificate depending on the job, due to the more experienced applicant may be demanding more money and a one year promotion. Students must know excel, Microsoft word, and even PowerPoint. Many employees are using PowerPoint for their presentations. Those that want to move up need to improve their technical skills. Many people will be retiring in the next few years so many companies are looking for entry level and managerial positions. Some companies also pay to continue student’s education when they reach the managerial positions. For entry level management AA degrees may be considered. Entry level managers with AAs will be considered and will have the availability to continue to go to school. Students without an AA can still be considered as long as they are in school. We have a great multimedia program with 3 AA which are video design, web design, and video production. A BA is not as valuable in the multimedia world as its used to be what is valuable is experience and getting student internships. We need to put that on our radars. Much of multimedia world is also who you know. Currently internships require a BA or students with AA’s from junior colleges.

**Delia Contreras**- At Sam’s club about 70% of the employees are students that not only work there but are still continuing to pursue their personal careers. Sam’s club company and the Walmart umbrella as well offer programs that will help the individual that is continuing into school to get into management positions. By proposing mentoring program where employees are walked through the process, where they speak about communication and emotional intelligence. Each manager is responsible to find 3 individuals that they are able to mentor and help them how to analyze certain situations, how to lead, direct and give them project to see how they do. Once they go through the mentoring program they take an assessment and that’s where the communication and computer skills come into play and how to interpret the questions they are being asked. A lot of the times employees believe they are ready for these positions but while taking the assessment they are unable to understanding and piece together the skills of what they are actually reading and how to answer it is not processing in their minds so they end up not passing the assessments. Sam’s club requirements vary depending on what they are applying for. So it is based on what they are looking for and the availability. Many employees are pursuing other careers but then there are those who enjoy working at Sam’s club and they do end up in management positions and continue to take classes to obtain there AA and BA degrees to get a higher pay entry level positions. Managers are not required to have an AA or a BA but it depends on their training and background and Sam’s club training. Sam’s Club does not compensate for education for entry level positions, experience matters most unless students want to come into management positions then Sam’s club does hire from the outside and recruits.

**Brian Foley**- As an employer you are always looking to better yourself. They say that about 90% of what people think of each other is done within the ten seconds of meeting them. When we hire at Buddy
Truk we look at it in three bases. The first tier is what skill they can provide that your team needs, this is where education system in the classroom works. Second tier do they buy into the company culture? If not they will jump. Tier three, is can they see the bigger picture, can they see how their skill affect our culture which affects the entire business? That’s what is most over looked in education. An AA is not as important because at most big places having a BA will only get you into the door. Once you’re in the door the education does not matter. The worst would be if an employee does not know about excel, windows, or PowerPoint or not know the basics of difference of cumulative net cash flow and cumulative discounting net cash flow, but other small things I will work with them if I like them and they buy into the culture.

College teaches you how to learn. When you turn that tassel, you are only going on into the next step of learning. Anyone who is a specialist we will outsource them. With the expense of payroll taxes, workers comp expensive, and health insurance is too expensive so hiring full time employees is out. Students need a better understanding in what they are best suited for, and that may not be what they are looking for, and although another job may be offering more money this does not mean students are fit for it. If you have a program that works for you then you do not need the AA and BA if you have a proven system as to educating and filtering those people that are not emotionally intelligent to take on a managerial role, not everybody can be a manager, if you do not have the soft skills then you cannot be in a managerial position. Emotional intelligence is a hot topic that we are seeing youngsters are unable to handle situations in life and that’s what emotional intelligence teaches. Part of it is to know what type of person you are and what kind of personality you have. Southern California is made up of small businesses; it is really in multimedia, culinary, and in business. Student need to have the skills in how to market themselves, we only have one course in small business development so we need to integrate it into the other programs on campus. This course should be part of all courses “Self Development”. Our education system has dropped drastically from being number one at everything to being number thirty four in math. With all the global technology we can outsource anywhere in the world. Entry level jobs that once required lower to no education no longer is the case, many industries need to know that new hires went through the long and rigorous education process and are able to learn and do the job. Is there still a need for training a person who has not had education but can be trained to move up? Yes but that is on a case by case basis, after that individual has been knocked down time after time with two kids and a ton of responsibility is still showing that they do want to LEARN. That’s the personality that you need. Students don’t know the difference between want and need. We need the teachers to be those hard love people who tell the students the hard stuff and make them understand that just getting by in school is not going to cut it.

We have a whole department dedicated to the internships program that covers all of our Business needs for television, cable, film, etc. Is there a department that handles development? Like marketing called development for educational institutions, because gathering internships should be part of that department. Maybe we need to look at developing internships not just for one area but as a whole for all courses.
Pat Flood/ Jason Bordbar- We have added a couple courses that Jason Bordbar teaches, global business and green marketing courses that help students to think out of the box and look at things differently. We also have a course in social media. All of the industries have a green component or a sustainability component. If you out source you don’t care what their image looks like or how polite they are. But if you are going to work with them every day then I care about that more than anything. So we developed these two courses that are out of the box courses to engage students, there is a lot of critical thinking. We want options on emerging green technology. It is more than just recycling and solar panels. If you saw these courses what kind of value would they have? At times the cost of green material supplies is more than that of a material which is not green, so that comes into play when companies must budget their spending, and that also increases pricing to the general consumer. But we are also looking into different programs and constituting different element like changing lighting from an energy standpoint. It is important because this generation is highly conscious of what the previous generations has done to the planet. In order to keep students engaged these courses need to be offered but you also have to be industry specific. Because cost is still an issue many companies have not gone that way. Advantages of these courses is that it begins to make student think differently than the traditional way, critical and creative thinking is helping them to develop because they don’t understand many of the traditional courses. If students could explain why green marketing is important then it matters, having taken the course is just not enough. Students should volunteer so that they can be aware and try first hand and see if what they are looking toward working at is really what they want. There are not going to be enough internship for everyone, so volunteering is another option.

HR- We do offer HR courses here at LAMC. But many companies do outsource their HR person, when the companies get to HR upper management the dynamics begin to change. That HR person needs to be able to have a full on conversation with the CFO, entrepreneur, co-founder, and the board member. So it is becoming a need. You need to really be a business partner to be an HR which means you need to be part of the business not just sit around and wait for something or a problem to happen. You need to sit with the CEO, the company, etc. But it is not necessary at a college course level.

Jason Bordbar- I will be working with ASO and we are going to have a job fair in the fall so all are welcomed so that we can help student with the emotional intelligence factor.

*An idea for instructors would be to have students write a paper that will not be graded on why they are taking this course and why it is important. At the end of the course the students will write a paper again of what they have learned and how they can apply it to their life.