**Committee Name: Business and Business Technology Advisory Board**

**Date: November 13, 2019**

**Time: 11:30am**

**Location: Casey’s BBQ, Ridgecrest**

**Attendees: Frank Timpone, , Jenny Rodriguez, Abraham Mathew, William Fields**

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| **Attendees** | |
| **Blotcky, Wendy** | **Insurance Agent/Cerro Coso Student** |
| **Fields, William** | **Opportunities for Learning Career Pathway Coordinator** |
| **Marshall, Jennifer** | **Cerro Coso Job Development Specialist** |
| **Mathew, Abraham** | **High Desert Haven Administrator** |
| **Navarro, Lacey** | **Cerro Coso CTE Secretary** |
| **Rodriguez, Jenny** | **AJCC Business Services Specialist** |
| **Timpone, Frank** | **Cerro Coso Business Professor** |

1. **Call to Order**

*Meeting called to order by Frank Timpone at 11:35pm*

1. **Approval of Agenda**

*Agenda approved unanimously.*

1. **Approval of Minutes and Action Items**

*Minutes approved unanimously.*

1. **Agenda Items**

* **Introductions**

*Attendees briefly introduced themselves. Frank Timpone described his role in assisting Karen O’Connor with the Business Department.*

* **Review Programs**

*Frank Timpone reviewed each handout and program pathway in detail.*

**Business Information Worker** *(Handout 1)*

*The BIW program has model curriculum for the state of California, it was specifically modeled for Cerro Coso Community College. The Business Information Worker Program helps students understand and learn the applications that are needed in any business environment. The applications taught in the class those that employers want applicants to be proficient in before hiring.*  
**Business Office Technology Associate in Science Degree** *(Handout 2)* **Business Office Technology Certificate of Achievement** *(Handout 2)* **Business Office Technology: Administrative Office Assistant Certificate of Achievement** *(Handout 2)* **Business Office Technology: Office Clerk Certificate of Achievement** *(Handout 2)*

*The Business Office Technology Program offers the four degrees/certificates listed above. Students with BSOT degrees/certificates that are interested in entering a business in an organization, can provide experience and skills an employer may be looking for. This is a popular course at Cerro Coso. As a former employer, Frank Timpone always looked for these skills when looking for new employees.*

**Business Administration Associate in Science Degree for Transfer (AST)** *(Handout 3)*

*Students can take this pathway in order to advance to a bachelor’s degree. Cerro Coso has a strong association with Bellevue University and students can enroll in Bellevue online classes and stay here in Ridgecrest to earn their bachelor’s degree. With this degree, students would be eligible to work for many companies across the country.*  
**Business Associate in Science Degree Basic business degree** *(Handout 3)*

*This associate degree will not transfer; however, it is an opportunity to gain background knowledge on what happens in the business environment and skills that will allow someone to fill an entry level position in a company/firm.*   
**Business Certificate of Achievement** *(Handout 3)*

*The Business COA program focuses strictly on business courses. It does not require students complete all the pre-requisites and students can complete this program in one year.*   
**Management Associate in Science Degree** *(Handout 3)*

*This program is designed for people to enter a position that has some level of responsibility. This position could be entry-level or higher. It covers critical thinking and problem solving which are skills needed for managers. Most companies are moving towards a team approach. They want people that have skills to lend and contribute to a more collaborative and interactive group. Large companies are looking for employees with diverse backgrounds that offer sharable solutions and skills.*  
**Management Certificate of Achievement** *(Handout 3)*

*The Management COA program focuses on core management courses. It does not require students complete all the pre-requisites and students can complete this program in one year.*

**Entrepreneurship Certificate of Achievement** *(Handout 4)*

*The Entrepreneurship COA program was designed so students can come in and complete courses relatively quickly. Most people looking to start a business are not looking to go to school for a long period of time. The entrepreneurship courses are equivalent to an eight-week program, which is how we teach in the summer. The program itself is still in development phases and the earliest it will be offered will be fall 2020; it is likely to debut Spring 2021. A motivated student could finish in one semester. Professor Timpone will meet with the Dean to discuss the Entrepreneurship Program and she will have to send it through the line of approvals.*

*All board members expressed excitement and interest in the Entrepreneurship Program. The board members emphasized the need for an accelerated program. Several clarifying questions were asked, and Frank Timpone went into detail, in length, regarding what will be covered in the Entrepreneurship Program.*

* + *Business Ownership- forms of ownership, business plan creation, the elements and how complex it can be.*
  + *Human Resources- A functioning business has to understand the HR function, or you will be in trouble. Without an employee manual or handbook, businesses leave themselves in a vulnerable position. Employers need to know how to write job descriptions and how to evaluate employees.*
  + *Management Organization- Hierarchy, mission statement, board of directors, employees, operations, economy, marketplace and interest rates. This gives students a flavor for the business environment. Understanding the economy is a very important part of how you run your business.*
  + *Computer Information Systems- Everything now is automated.*
  + *Computer Ethics & Security- Honorable and honest practices are important in any business. Systems, hardware, software, database management, E-Commerce, networking gives students an opportunity to see how these components are incorporated in businesses.*
  + *Intro to business- this is the most important course in business. Understanding marketing – It is more expensive to get new customers rather than keeping old customers. Marketing/Research/Customer Service/behavior/target market. Distribution decisions, competing companies. Product and pricing decisions, promotional decisions, understanding demand (elasticity of demand) – find a need in the marketplace, then fill it. Strategic Marketing provides essence for marketing knowledge to get them started.*
  + *Finance & Accounting- the most important chapters are merged, budgeting, planning, break even analysis, capital investment analysis, completing accounting cycle, financial statement analysis, report writer, internal controls, Quick books, variance and differential analysis.*
  + **Employer Required Skillsets**

*William Fields from Opportunities for Learning mentions that the Entrepreneurship COA is just what his students are looking for in a college course. The other board members stated they felt the same.*

* + **Open Discussion (Q&A)**

*Professor Timpone asked the board members for feedback*

* + *Q: Intro to Computer Information Systems- is this the same that is offered in IT program? Yes, they felt it a necessary component for people to understand. An entrepreneur wears many hats.*
  + *Q: Is the IT Intro to Computer Information Systems offered to other students in the eight-week accelerated format? The idea has been presented to Dean, but it is not approved just yet. Professor Timpone does not receive any complaints in the summer.*
  + *Q: If not approved in the eight-week format, could they take all 4 courses in 1 semester? Yes, they should be able to earn a certificate in 1 or 1 ½ semesters. By completing this course, the students should have enough knowledge to start their own business; even a home business.*
  + *Q: Do you talk about social media marketing? Yes, in several marketing areas. Social media is a must. Suzie Ama teaches a more in-depth approach to social media.*
  + *Q: Does this program qualify for financial aid? It should. If not, connect with Job Center and they can help provide resources and information.*
  + *Q: Is it possible to take just one or 2 courses, as a brush up? Yes, at any time. These courses are offered online. Students are preferring online classes, there is instant connection with schoolmates. Opportunity to collaborate and learn from each other.*
  + *Q: Can students contact you directly? Yes, email is best. If they want to meet, my office is at the college.*
* *All members of the Advisory Board approved the Entrepreneurship Certificate*

1. **Future Meeting Dates**

*Future meeting dates TBD*

1. **Adjournment**

*Meeting adjourned by Frank Timpone at 12:58pm.*

Meeting Chair: Frank Timpone

Recorder: Lacey Navarro