

# Accounting, Business, Entrepreneurship, Human Resources, International Business, Management, and Marketing Disciplines

## Advisory Committee Meeting Agenda

October 18, 2018

5:30-7:30 p.m.

### Dinner and General Meeting

Dinner and General Meeting 5:30-6:30 p.m.

### Break Out Sessions

### Meeting Begins

Meeting Starts at 6:45 p.m.

- Curriculum Approvals
  - **Non-credit**
    - Gig Economy
      - National Website
      - Market to General Employment + Businesses
        - Entrepreneurial Mindset: What it means in Gig Economy
        - Solopreneurs: Online Presence
        - Quickbooks QuickStart and Personal Finance
      - Noncredit = New Category. Pays Faculty Same
      - Times: Day/Evening, Fridays & Saturdays
      - Developing additional courses with the title – Solopreneurs:  
\_\_\_\_\_ (Separate Series)

Motion: Darla

Second: David

All Approved None Opposed

- Becoming Financially Literate
  - Entrepreneurial Financial Literacy
    - Start Savings, Credit, No Debt, Mutual Funds
    - Managing Profits
    - Credit Law
    - Student Loans
  - *Certificate Name Ideas: "Smart" Keyword*

- Save Smart, Invest Smart, Spend Smart, Earn Smart, Finance for Life

- Marketing
  - VITA Clients
  - Parents/ High School Students over Summer
  - Operation Safehouse (Mobile)
  - Intech learning Center

Motion: Bryan

Second: Michelle

All Approve None Opposed

- Quality Assurance (6 certificates)
  - Need Keywords in Description
  - Offer to Employers, Noncredit = State Incentive Beneficial to Employers
  - Improves Promotional Eligibility
  - Quality Assurance Process Analyst – Different Marketing Approach
  - Tailor to Industry, Consult Employers
  - Makerspace – for classes to be held at corporate locations
  - Does this relate to Six Sigma? Yes
  - Marketing:
    - Approach City/County Inspectors
    - Building Departments to Interpret Drawings
    - Intex Corp; California Steel
  - Transition to Noncredit

Motion: Deanne

Second: Francisco

All Approved None Opposed

- Marketing Assistant Certificate

Motion: David

Second: Bryan

All Approved None Opposed

- **Credit Courses**

- NASBITE (National Association of Small Business International Trade Educators) Accrediting Agency
  - Certification of Global Business Professional

Motion: Darla

Second: Michelle

All Approved None Opposed

- International Business State Certificate – Next round of ACBSP Accreditation
  - Redo: Human Resource Management – National relationship with SHRM – The Society of Human Resource Management
    - Advisor mentioned establishing a relationship with IESHRM Chapter!
- Advisory Member Input
  - Industry Needs and Gaps for Skillsets - Certificate and/or Course development
  - Internships and Jobs
    - Social Media and How to utilize for Marketing
    - Business Email- align with Business Etiquette possibly
    - LinkedIn Professional- Photos, Marketing Yourself
    - Dress/Etiquette Interview/ Networking
    - Marketing yourself with Social Media
    - 'Job Description Jail' (Parameters)
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- VITA – Volunteer Income Tax Assistance
  - Student Volunteers
  - 24 Volunteer Hours – IRS Certificate of Appreciation
    - 45-80 Expected Volunteer Tax Preparers
  - Under \$66k per year for eligibility for VITA
  - Times:
    - Fridays 3-7pm Saturdays 9am-4pm
  - Market Financial Literacy Certificate to VITA customers
  - Market VITA as Safe and Free
- New Upcoming Positions
  - Accounting
  - Business (General)

## Meeting Adjourns

Meeting Ends at 7:34 p.m.