

Business Administration Advisory Committee 2018/2019

Community Advisory Committee Members:

1. Rodney Collins, DDS
Orange Tree Dental
1200 Brookside Ave, Redlands, CA

2. Mr. Robert Austin
Vice-President
Crawford Investment Company
1770 N. Arrowhead Avenue
San Bernardino, CA

3. Mr. Michael Galindo
District Manager
Firestone Bridgestone Corp.
1033 Washington Street
Redlands, CA

4. Mr. John Magness
Senior Vice President
Hillwood Investment Properties
268 West Hospitality Lane, Suite 105
San Bernardino, CA

5. Mr. Eric Hutchins
Senior Vice President
Inland Empire Commercial Real Estate, Inc.
1255 W Colton Ave, Ste 525
Redlands, CA 92374

6. Dr. Eric Newman
Marketing Department
CSUSB
5500 University Parkway
San Bernardino, CA

7. Dr. Bob Fabrize
International Business & Marketing Department
Cal Poly Pomona
3801 West Temple Avenue
Pomona, CA

San Bernardino Valley College Representatives:

1. Dr. Vernon Stauble – Adjunct
2. Mr. Bruce Underwood – Instructor
3. Mr. Steven Lee - Instructor
4. Michael Assumma – Department Chair

Meeting date: June 19, 2018 (4:00 pm – 5:30 pm)

Discussions/conversations regarding advanced topics:

- ✓ Current employee/employer challenges (getting and maintaining an educated workforce – need for more flexible, applied learning);
- ✓ Importance of community involvement in providing Internship(s) opportunities (Might consider offering BUSAD 198 Work Experience again – important way to stay in contact with employers and their needs);
- ✓ New transformation of thought in “applied theory” – value in certificate(s);
- ✓ Consider offering multiple ***specialized*** Entrepreneur Certificates (General, Real Estate, possible Bookkeeping, etc.);
- ✓ Importance of small business/entrepreneurship training (Generation of Certificate – possible non-credit offering);
- ✓ Career planning activities; interview skills; designing the resume (Enhance BUSAD 039 course offering – possible community workshops);
- ✓ Economic developments, job growth and employment issues in the Inland Empire impacting Valley College student enrollments – as a result the need for short term(hybrid) and online courses;
- ✓ Consider teaching BUSAD 106 – Professional Selling at least once a year;
- ✓ The importance of “social media” and is it really a necessity in business today (Enhance Marketing Curriculum to include subject matter – in addition enhance BUSAD 039 to emphasize LinkedIn);
- ✓ Soft skills needed to help students succeed in the workplace (Importance of Business Communication - BUSAD 127 course).