[](http://rds.yahoo.com/_ylt=A0S020qY6b9JthYBf7aJzbkF;_ylu=X3oDMTBpc2ozM2gzBHBvcwM0BHNlYwNzcgR2dGlkAw--/SIG=1gut985ff/EXP=1237400344/**http:/images.search.yahoo.com/images/view?back=http://images.search.yahoo.com/search/images?p=rio+hondo+college+logo&fr=sfp&ei=utf-8&x=wrt&w=164&h=165&imgurl=www.ed2go.com/rio/logo.jpg&rurl=http://www.ed2go.com/cgi-bin/oic3/aboutus.cgi?name=rio&size=13.7kB&name=logo.jpg&p=rio+hondo+college+logo&type=JPG&oid=d39e5bf76a24ee08&no=4&tt=17&sigr=11mha2glq&sigi=10qruel4n&sigb=12rn6asqt)**Rio Hondo College Business Division**

**Business Management Advisory Committee Meeting**

**November 3, 2022, 1:30- 3:00pm**

[**Zoom 81050743060**](https://us06web.zoom.us/j/81050743060?pwd=TFZYQzhYTU5TaXVQd1d5VEdaVVVVZz09)

**Minutes**

**Attendance:**

**Committee Members:** Daniel Duran, Brian Mejeur, Seyka Mejeur, Ben Raju, Elianne Rodriguez and Michael Yu.

**Rio Hondo College:** Lisa Lewenbert

**Faculty:** Gene Blackmun, Eric Caesar and Marissa Young.

**Counselors:** Moises Perez-Martinez.

**Staff:** Jan Duncan and Gita Runkle.

## Welcome & Introductions

## Gita Runkle welcomed everyone and self-introductions were made by all.

## Review of February 17, 2022 Minutes

## Minutes were reviewed by all. No changes were requested.

## Dean’s Updates

## Enrollments

* + - Overall the department and college are still declining

## Student Success Team – Outreach (K12 & Rio), guest speakers, company tours, etc.

* + - Reorganized
      * Existing Roles
        + Classified: Jan Duncan
        + Counselor: Moises Perez Martinez and Vanessa Chavez
        + Librarian: Brian Young
        + Student Success Coach: Adam Bijelic
      * New Role
        + Faculty Liaison: Marissa Young
    - Guest Speakers
      * Seyka Mejeur volunteered
    - Student Success Coach: Adam Bijelic
    - Outreach
      * Retention
      * Academic Support
      * Mental Health
      * Counseling Appointments
      * Guest Speakers
      * Company Tours
      * Internships

## Dual Enrollment

* + - College courses offered at High Schools
      * Expose High School students to college for the first time
        + Students can earn Certificate of Achievement

## COVID-19 Updates – Masks, vaccinations Encouraged

* + - Requirements have been lifted and are now highly encouraged

## Apprenticeship Opportunities

* + - We’ve been approached by a few unions across the state who are interested in exploring Apprenticeships
      * Formalized Internship opportunity that takes place over a number of years with mandated on the job training hours and educational hours in a class.
      * SEIU Union contacted us to explore Office Assistant, Personnel Analyst and Staff Assistant Specialists.
        + All in the area of an Office Worker and Human Recourses related roles.
* **Faculty Updates** 
  + Curriculum – Votes
    - Business Administration Certificate of Achievement
      * Eric Caesar proposes to create a new Business Administration Certificate of Achievement. The certificate will consist of the following Required Courses: Management 101; Introduction to Business, Business Law 110; Legal Environment of Business and Accounting 101; Introduction to Accounting. The Electives they can choose two from will be Accounting 102; Managerial Accounting, Management 208; Business Communications, or CIT 101; Introduction Computer Information Technology.
        + Michael Yu motioned to accept. Daniel Duran second the motion. None

were opposed. No abstentions. All were in favor. Passed unanimously.

* Michael Yu – Serving as President of LA Cargo Association. Currently there are two certificates in high demand in the area of Logistics. There is the Custom Broker- that requires passing an exam and the Dangerous Goods.
* Daniel Duran volunteered to be a guest speaker

## Management 144 International Banking & Finance

* + - * Marissa Young proposes to remove Management 144 International Banking & Finance from the catalog and replace the course with Management 147 Global Business & Cultures. This will also cover the International Business Management Associates of Science Degree and International Management Certificate of Achievement.
        + Daniel Duran motioned to accept. Seyka Mejeur second the motion. None were opposed. No abstentions. All were in favor. Passed unanimously.
* Daniel Duran volunteered to be a guest speaker as well as connect us with other guest speakers.

## Marketing 1XX (# TBD) Digital/Social Media Marketing

* + - * Marissa Young proposes to develop a new course Marketing 1XX (# TBD) Digital/ Social Media Marketing. This will impact the Business Marketing Program.
        + Seyka Mejeur motioned to accept. Michael Yu second the motion. None were opposed. No abstentions. All were in favor. Passed unanimously.
      * Michael Yu – Suggest along the line of marketing for the user experience design look into a UX Design Introduction class. There’s a high demand in this field and has a salary of $130,000.00.

Gita Runkle – Santa Monica College created a UX Design Bachelor Degree.

## Title V Grant ($3M) Social Entrepreneurship

* + - Marissa Young announced we have been awarded $3 million for a 5 year grant.
      * Targeting High School students and 25 year old’s and above
      * Focus on Social Entrepreneurship & Invention Education
        + Business Division has been hosting Entrepreneur Camp Rio every summer for 3 years

Creates a pathway for high school students to come to Rio Hondo College

* + - * + Develop a Social Entrepreneurship tract for a Summer Camp to create a bridge into to the Social Entrepreneurship Associate of Science and Certificate Program.
        + This is tied to Massachusetts Institute of Technology (MIT)

Develop curriculum for minorities

* + - * Dan Duran - Suggest a strong community engagement beyond the students, such as entrepreneurs to mentor students.

Gita Runkle - We have reached out to the Universities to see if they’re interested in a Mentorship Program. If none are interested we can go out to the community.

Elianne Rodriguez - I run the LEAF Program at UCLA and offer all of my resources to you.

## Classroom Upgrades (Eric Caesar)

* + - B105 – Purchased mobile tables and chairs
      * Allows students to collaborate in group discussions
    - Conference Room setting
    - Create a dynamic learning envoirment

## Room conversions (Eric Caesar)

* + - Convert two computer rooms to accommodate both Business and CIT courses.

## Professional Development – Online Best Practices - Gene Blackmun

* + - Enhancements Courses
      * Canvas Studio
        + Create your own videos within the format
        + Discuss a subject captured in a video and post it to Canvas to bridge the gap with personal connectiveness to what’s usually a sterile envoirment

## Advertising/In-reaching – Gene Blackmun

* + - Grant funds for external marketing
      * Previous marketing
        + Bus Tails
        + Videos
        + Hulu and Spectrum
      * Business Division rebranding classrooms and offices
        + 25 foot long wall wraps
        + Wall logos
    - The College has submitted to the state to fund a new building for the Business Division
      * + College would have to supplement the project with funds
        + Six years or more to develop
* Additional Industry Input - Gene Blackmun

## Bachelor’s Degree Opportunity

* + - Exploring to create a Baccalaureate Degree Program to serve our community
      * Social Entrepreneurship
      * Digital Social Media Marketing
    - Elianne Rodriguez recommends creating a Social Entrepreneurship bachelor’s
      * Business Degree for Engineers and a Social Media Degree

## Industry Trends/Unmet Skills Needed

* + - Bachelor’s Degree

Seyka Mejeur – A degree focusing on Soft Skills would be valuable

* + - * + How to navigate relationships
        + Understand the motivation of individuals
        + Group projects
        + Self-Starter

See a problem come up with a solution

Dan Duran- Environmental Social and Governments (ESG)

* Business Leadership or Critical Thinking.

Michael Yu- Lack of Warehouse Management employees

* Volunteered to facilitate a focus group
  + Industry leaders
    - Safety Risk Assessments course
    - Degree or certificate

Elianne Rodriguez - Tools needed to be an effective staff and team employee

* Calendar Invite
* Google Suite
* Leadership Skills
  + Entry Level
    - Manage Up
    - Entrepreneurship
    - Agenda’s
    - Zoom Meetings

* **Closing Comments** 
  + Gita Runkle thanked everyone for their contributions to our program.
* **Next Meeting** - Fall 2023
* **Meeting Adjourned:** Gita Runkle adjourned the meeting at 3:30pm.