**SANTA MONICA COLLEGE**

**GENERAL BUSINESS**

**ADVISORY BOARD MEETING MINUTES**

**Date:** April 21, 2023

**Time:** 1 p.m., Virtual Zoom Meeting

**Facilitators:** Dana Nasser and Enrique Lopez

**In Attendance**

Santa Monica College Faculty and Staff

Victoria Charles – Earth Science Faculty

Aileen Huang – Business Faculty

Raymond Hunter – Business Faculty

Nathan Khalil – Business Faculty

Enrique Lopez – Business Faculty

Ming Lu – Business Faculty

Erin Moore – Business Faculty

Dana Nasser – Business Department Chair

Jenny Resnick – Business Faculty

Cassie Rockwell – Business Faculty

Brenda Rothaupt – CSIS & Business Faculty

Cesar Rubio – Business Faculty

Steven Sedky – Business Faculty

Advisory Board

Don Crawford – Deloitte, Partner, Audit Department

Tricia Galloway, Cal CPA, Program Manager

Shelly Medina, Cal CPA, Program Manager

Melissa Pineda, Cal CPA, Senior Program Manager

Barbara Roll – NMC, Private Equity, Chief Marketing Officer (digital brands)

Jim Taylor – Farmer’s Insurance, Executive in Claims Department

Stephen Williams – Fox Corporation, Marketing Executive

Agenda

* Welcome: Enrique Lopez, Professor Accounting
* SMC Faculty Introductions
* Advisors’ Self-Introductions
* SMC Faculty Provided Program Highlights
	+ Ming Lu introduced the upcoming Accounting Diversity Conference. Jenny Resnick discussed the benefits of the Personal Finance Workshops. Cesar Rubio presented the VITA program.
* **Panel Discussion** – questions and topics of discussion for advisors:

	+ **Covid**Advisors discussed the following: students should note how zoom interaction/communication is different from in-person interaction; the struggles HR leaders are confronting including how to adjust their team members having two jobs, learning how to manage team members who are working through the Zoom platform, keeping the office/team/corporate culture alive when meeting online, reducing employee turnover, and managing team members who overwork themselves.
	+ **Workforce skills and trends; existing and new curricula**
	Advisors did the following: affirmed the breadth and relevance of SMC’s Business-Department course offerings; noted that workforce entry-level hirings are trending toward applicants with at least two years working experience and two years of education and trending away from those Bachelor’s and Master’s degrees with no experience.

Advisors voiced their desire for students who can successfully navigate a hybrid work environment. They want students entering the work force to possess the ability to effectively work in the office and work from home simultaneously.

* + **Involvement as Board Member**
	Board members suggested more regular meetings. They were fine with the Zoom meeting format. They wanted more time to discuss each topic in-depth. They also would like to have students be a part of the meetings so they can hear directly from the source, the students’ experience and perspective.
	+ **Rotaract**
	Enrique Lopez informed the Board that SMC’s Rotaract club has continued to be an effective vehicle for industry speakers to inform and guide students.
* Feedback Items for advisors:
	+ **Dana Nasser highlighted new Certificate of Achievement** opportunities that the Business is set to establish:
		- **Business Bookkeeping Certificate of Achievement**
			* Required (9 units)
				+ **ACCTG 21**, Business Bookkeeping (3 units)
				+ **ACCTG 22**, Advanced Bookkeeping (3 units)
				+ **ACCTG 23,** Payroll Accounting (3 units)
			* Elective (3 units)
				+ **ACCTG 31A**, Excel for Accounting (3 units)
				+ **ACCTG 31B**, Advanced Excel for Accounting (3 units)
				+ **CIS 35A**, QuickBooks Desktop (3 units)
				+ **CIS 31B**, QuickBooks Online (3 units)
		- **Sustainability in Business Certificate of Achievement:**
			* **BUS 7,**Introduction to Sustainability in Business (3 units)
			* **BUS 7B,** Sustainability Reporting in Business (3 units)
			* **BUS 7C,** Corporate Sustainability Strategies in Business (3 units)
			* **BUS 7D,** Business Strategies and Social Sustainability (3 units)
		- **Human Resources Management Certificate of Achievement:**
			* **BUS 72,** Organizational Management and Leadership (3 units)
			* **BUS 76,** Human Resources Management (3 units)
			* **BUS 76A,** Compensation and Benefits (3 units)
			* **BUS 79**, Bargaining and Negotiations (3 units)

 Action: The Board Members recommended the development of the above certificates.

* Closing Remarks: The Chair thanked the Advisory Board Members for taking the time to provide their input and support.
* Meeting adjourned at 3:20 p.m. with thanks to all participants.

Draft minutes taken by Peter Murray, staff, for approval.