

Pasadena City College

Advisory Meeting Minutes

Division: Business and Enrollment Management

Department: Business Administration

Date: Thursday, November 4, 2021

Time: 12pm – 1pm

Location: This meeting was held virtually via Zoom

Advisors in Attendance:

- Jinghuan Liu Tervalon – Global Strategic Insights for The Coca-Cola Company
- Kevin Holmes – Executive Director of Marketing Communications for The Panda Group
- Bob Harrison – Owning Partner for Green Street Restaurant in Pasadena, CA
- Ming “Tommy” Tam – Financial Advisor/Wealth Management for Merrill Lynch, Pierce, Fenner & Smith Inc – A Bank of American Corporation
- Holly Bachman – Marketing, Public Relations, Business Development Executive & Social Entrepreneur for Mixed Roots Enterprises
- Paul Little – Pasadena Chamber of Commerce
- Pauline Field – Founder and Chair of 50/50 Leadership
- Don Loewel – Director of the Small Business Development Center for Pasadena City College

Administration and Faculty:

- Dr. Julie Kiotas – Dean of Business and Applied Technology
- Dr. Kimberly Shediak – Business Administration, Entrepreneurship Faculty
- Dr. Jeff Bajah – Retail/Business Admin/Business Math Faculty
- Dr. Ahni Dodge – Business Administration
- Dr. Mark Keene – Hospitality Management Director Faculty
- Sergio Barron – Marketing/Business Admin Faculty
- Colleen Nanno – Culinary Arts Program Director Faculty
- Dr. Sonia Wurst – Business Math Faculty
- Moriya Armstead – Business Math Faculty

Call to Order:

The meeting was called to order at 12:06pm by Department Chair Colleen Nanno.

Discussion Notes:

- Introducing Business Data Analytics – new program with new courses
 - Data analytics is one of the fastest growing job sectors in the market.
 - Professionals in a variety of industries can benefit from this certificate in Business Data Analytics
 - Ie: Business, Accounting, Marketing, Management, Finance and many more
 - Descriptive, predictive and prescriptive analysis
 - Employment Opportunities:
 - Predicted 2.7 million open jobs in data analysis, data science and related careers in 2020
 - Estimated 11.5 million new jobs by 2026
 - About 1 in 4 Business Analyst job openings were in Los Angeles or San Diego, which is the highest rate of the six jobs included in the study through the US Bureau of Labor Statistics making the location proximity to the Los Angeles basin a greater incentive for future employment
 - Current salary examples with increased percentage for candidates obtaining certifications

Proposed Business Data Analytics Certificate of Achievement (19 units) / AS Degree

- Courses within the program include:
 - BUS 9 – Introduction to Business (3 units)
 - STAT 15 – Statistics for Business and Economics (4 units)
 - CIS 12 – Introduction to Programming using Python (3 units)
 - BUS 005 – Introduction to Business Analytics (3 units)
 - BUS 109 – Business Analytics (Modeling Methods) (3 units)
 - BUS 110 – Advanced Modeling Methods (3 units)
- Groupwork and soft skills incorporated into all courses to ready the student for a working business environment
- 3 Pillars of Reference: CTE Certificates are updated every 2 years
 - Career Readiness – always looking at ways to enhance and support career readiness for our courses and programs
 - Prevalent Programs - ensuring that programs being offered are current and up to date with the changing industry
 - Industry Relevance – courses in the programs are applicable to the current industry practices
- **Question #1: Do you have feedback on updated and proposed courses and certificates?**
 - Business Data Analytics Certificate of Achievement (19 units) / AS Degree
 - Business Administration - Business Networking and Sales Certificate of Achievement (18 units) / AS Degree
 - Courses shown on screen
 - Feedback: This certificate is definitely needed. Courses included are ideal since they also emphasize leadership and soft skills.
 - Business Administration - Finance Skills low unit Certificate of Achievement (9 units)
 - Courses shown on screen
 - Feedback: These are great courses to offer in this short certificate that can be earned in only one semester.
 - Business Administration - Human Resource Management Certificate of Achievement (18 units) / AS Degree
 - Courses shown on screen
 - Feedback: This certificate is definitely needed. It's great that organizational leadership is also a big part of this, in addition to HRM. Courses are aligned to the needs.
 - Mobile Applications Entrepreneur Certificate of Achievement (18 units) / AS Degree
 - Courses shown on screen
 - Feedback: This is definitely a fast growing area and it's great that you can offer a short certificate for students to pick up these skills. All classes are aligned.
 - Business Administration- Management Certificate of Achievement (19-20 units) / AS Degree
 - Business Administration - Marketing Management Certificate of Achievement (21 units) / AS Degree
 - Business Administration - Entrepreneurship & Small Business Management Certificate of Achievement (19 units) / AS Degree
 - Lowering the units is ideal to help students with completion
 - ACCT010 is better aligned for the Certificate than ACCT001A due to the bookkeeping skills that entrepreneurs and small business owners use in daily life. This class is also lower units, thus potentially speeding up completion time.
 - Removal of the extra units of electives is ideal since it also speeds up completion and the essential courses are all already part of the certificate.
 - Business Administration - Retail Management Certificate of Achievement (25-26 units) / AS Degree

- Business Administration - International Business/Trade Certificate of Achievement (22-24 units) / AS Degree
- Business Administration – Financial Investments Certificate of Achievement (19 – 21 units) / AS Degree
- Business Administration - Customer Service Occupational Skills Certificate (12-16 units)
- Business Administration - Entrepreneurship Low-Unit Certificate of Achievement (9 units)
 - Switching to a low-unit COA is ideal to best serve the students
 - Courses already in the certificate (3 courses) are the best fit
- Hospitality Management Entrepreneur Certificate of Achievement (18-19 units) / AS Degree
- Hospitality Management Certificate of Achievement (19 units) / AS Degree
- Hospitality Service Leadership Low Unit Certificate of Achievement (9 units)
- Medical Sector Hospitality Food and Beverage Leadership Low Unit Certificate of Achievement (9 units)
- Cruiseline Sector Hospitality Leadership Low Unit Certificate of Achievement (9 units)
- Certified Culinarian Certificate of Achievement (19 units) / AS Degree
- Certified Baker Certificate of Achievement (19 units) / AS Degree
- State of California works closely with State Chancellor’s Office for all the community colleges
 - Priority focus should be on employing stranded workers
 - Streamlining certificates
 - Removing any courses that are not specifically required in order to finish a certificate
 - Hope and goals are that students will complete a certificate quickly, be gainfully employed, then move forward to their next degree or certificate
- Questions pertaining to courses/certificates?
 - Does the Hospitality Management Entrepreneur Certificate of Achievement include any courses covering the financial side of food, beverage and labor cost and if there are other financial considerations of being an entrepreneur covered in these programs? Yes, HOSP 021 and HOSP 162 in that certificate do cover this content
 - HOSP 021 Food, Beverage and Labor Cost Control catalog description
 - Financial management of food, beverage, labor, supplies, and other costs within a hospitality operation. Overview of structure and financial performance with an emphasis on problem solving and application of cost control techniques, such as cost, volume, and profit relationships and establishing cost standards, to maximize profits while managing expenses. Customer service, sociocultural trends, and career opportunities are explored
 - HOSP 162 The Hospitality Entrepreneur Mindset
 - Topics specific to opening a food and beverage business where licensing, health department, incubators, accelerators are covered in addition to a general business execution plan
 - Food Safety and Health course HOSP 003 – Does this class cover what major changes have affected all the current protocols that we did not expect this year due to COVID?
 - Yes, PCC stays current with the CDC and all instructional material presented to the students is as current as it can possibly be, especially with respect to COVID and how it has changed the Hospitality industry in every way
 - Human Nutrition NUTR 011 course is geared toward the Medical Sector Hospitality Food and Beverage Leadership Certificate of Achievement so the students can be well rounded and succeed in this specialist field in the medical sector
 - HOSP 045 Guest Service Management gives students the big picture of how to manage a staff of people, in the lab setting and in the classroom
 - Business Data Analytics Certificate courses – Both the role of behavioral finance and environmental/sustainability are covered in the courses within this certificate

- Information learned from this certificate and skill sets are transferable to other sectors so students can easily pivot
 - As we do our best to make degrees approachable for students to give them the opportunities to receive these skill sets at the community college level
 - Rationale for utilizing Python
 - Most relevant training that most companies are currently pursuing
 - Free to use
 - Business Administration – Business Networking and Sales Certificate – practical applications such as LinkedIn
 - Utilization of the Freeman Center
 - Webinars and online seminars and trainings for students on how to use their LinkedIn more than just traditional resume building
 - Robust internship program for paid and unpaid internships at a variety of unit levels through the Freeman Center
 - Gainful employment for students by leveraging resources we already have on campus pairing those with other new courses puts forth the opportunities for the most current and relevant certificates for students
- **Question #2: What opportunities do you see for the future? What skills do they need to learn in order to be successful? Where are the biggest hiring sectors?**
 - Alternative work for stranded workers
 - Start ups
 - Home Improvement
 - Gaming
 - Pet products
 - Virtual Personal Trainers
 - Box Subscriptions
 - Business Analytics
 - Solidifying the entrepreneurial mindset
 - How are you able to interpret data and communicating that into action plans and results
 - Identifying how people's habits/lifestyles are changing in the hospitality industry, particularly how systems are adapted in how people dine and get food for themselves
- Bachelor of Science and Business Administration partnership with Cal State LA
 - All classes will be on the PCC campus, whether remotely or not and they would be able to finish their degree in two years locally for a total of four years in the same location
- Business Administration Department asks the advisors for their vote of support to recommend the following certificates and courses
 - **All Advisors approve and provide their heartfelt recommendations and votes of support for all proposed certificates and courses presented above**
 - All advisors were provided with a document that detailed the proposed Certificates and their subsequent courses included in each certificate 1 week prior to the Advisory meeting
- Heartfelt thanks to all advisors, Dr. Kiotas, Business Administration Committee Members, and Freeman Center representatives for making this advisory meeting happen
- Meeting adjourned at 1:03pm.