**Division:** BET

**Department:** Business Administration and Culinary Arts and Hospitality Management (CAHM)

**Date:** November 11, 2022

**Time:** 12:00 pm

**Guests / Advisory Members:**

* Patricia Duff Tucker, Owner of OnWeb Television
* Paul Little, President & CEO of the Pasadena Chamber of Commerce
* Donald J. Loewel, Director of the Pasadena Small Business Development Center
* Alex Novack, Owner of Syndicate Coffee Bakery

**PCC Business Team:**

* Mr. Matthew Barboza, Dean of Business and Enrollment Management Division
* Armine Derdiarian, Dean of CTE
* Dr. Kimberly Shediak, Assistant Professor of Business
* Dr. Jeff Bajah, Assistant Professor of Business, Business Math, and Statistics
* Professor Dan Raddon, Assistant Professor of Business
* Professor Sergio Barron, Instructor of Business and Marketing
* Chef Colleen Nanno, Instructor of Hospitality and Culinary
* Dr. Mark Keene, Instructor of Hospitality, Culinary, and Business

**Agenda and notes:**

* 12:00 – 12:02 Land Acknowledgement (MK)
* 12:03 – 12:15 Introductions (All)
  + Key points: there is a need for strong soft skills prior to entering the industry; need for retail-hospitality-tourism certificate (fashion and clothing); transfer degrees; and advisory committee member purpose, functions, authority, representation, tasks, expectations, content advisement, career guidance, and voting items and procedures.
* 12:15 – 12:25 Review of Current & Future Programs (updates since November 4, 2021)
  + Updates to AA in Business - Changing to AS in Business (KS)
    - Recommendations from the state to move from an AA to an AS; PCC transfer center and articulation officer want to streamline the course offerings to offer only the courses that transfer the most to UCs; archiving of unarticulated courses; explanation and need for articulation agreements; updated every other year; the adjustments to the international business certificate (changing mandatory courses to recommended electives) (KS) All attendees in agreement to approve AA to AS changes.
    - International Business Certificate: one of the primary goals is to establish an overseas business, yet the student only gets to choose one of the following: BUS 150, 151, or 152. Based on the goal, the students should receive education in more than one of these subjects (PD)
    - I had two semesters of accounting and two semesters of business law; the students need to be able to read a spreadsheet, to understand the basics of how a contract works and I appreciate seeing that in the curriculum; aligning with the requirements of the CSUs makes a lot of sense (PL)
    - I did not notice the "purpose of course" or the "UC transferrable" was not selected, or the "State transfer and purpose of course" were different for the following: Business Communications, Managerial Accounting, Statistics for Business, and Economics (PD)
    - A certain understanding of accounting of financial documents are needed to apply for grants, apply for loans; I echo [PL] with contracts; where is finance taught in the department? (DL)
    - Personal taxes, life insurance, and insurance selection are all within personal finance (JB)
    - I like the move in that direction (AN)
    - Entrepreneurship and Small Business Management Certificate: based on my experience of 30 years working in small businesses, with governments, and with nonprofit organizations. Marketing is key and the last area that is generally taken into consideration. Due to this fact, it would be beneficial to a student for personal and future employment to have these skills. I recommend that one of the marketing courses (120, 123, 150) is mandatory (PD)
    - Entrepreneurship; marketing classes as recommended to keep the units low and completion at a reasonable amount of time, so that students can earn a certificate like this in about a year--one, two, or three semesters (KS)
    - Unanimous vote to approve (all)
  + Updates to BUS certificates (KS)
    - One of the big changes is to ACCT 1A is five units (since 2016) to four starting summer 2023; it is a big change to all of the business certificates that had ACCT 1A; they all have gone through modifications so that they're accurately reflecting the updated units; rationale for accounting unit reduction due to inflation, serving the students; five unit lecture class is 90 hours, and a four unit lecture class is 72 hours, so it's the difference of 18 hours of time over a semester (KS)
      * Changes to Certificates include: Retail Management, Financial Investments, Management, International Business/Trade
    - Unanimous vote to approve (all)
  + HOSP 122 (Asian Cuisine I) and HOSP 123 (Asian Cuisine II; CN)
    - Rationale is to make sure that the curriculum content touches on all types of popular, trending cuisine; a focus on techniques that students would need when employed; ACI is China, Japan, and Korea with regional and style cuisine topics; ACII is Southeast Asia and the Pacific Islands, it's quite a long list; consulted our Asian American Pacific Islander group to ensure that the verbiage and content is very inclusive; future plans to also write global cuisine courses from many of the European countries, as well as the Latin American countries; presentation on plant-based curriculum to satisfy a lot of student and industry plant-based needs; these courses will be incorporated in new certificates and as electives, then certificates and degrees will be stackable to increase employment opportunities (CN)
    - Unanimous vote to approve (all)
  + Hospitality Perkins grant funding requests (CN and MK)
    - Professional Experts: Lab Technicians x2
    - Advertising: Social Media Specialist x1
    - Tutoring
    - Instructional Videos
    - Professional Development: Global Plant Forward Culinary Summit
    - Class Supplies: Tool Kits, Industry Certifications, Lab needs (linens), Wine glasses and carrying cases for HOSP 005
    - New Freezer double door
    - Faculty Stipends
    - Faculty Reassigned Time
    - Accreditation Funds
    - Unanimous vote to approve (all)
* 12:25 – 12:50 Closing Comments / Questions for Guests
  + Q1: What, if anything, do you wish our college offered in terms of courses, certificates, or certifications? Q2: How can we best prepare our students to get hired within your industry?
  + That's really difficult, because different ones need different things; like JPL needs people who can complete technical work with their hands, build things; having certifications [working in a restaurant] certainly helps a lot; the industry needs people who can adapt, who understand what work is and adapt to the circumstances; [prepare them] to learn quickly and work with people because a common challenge is finding employees with people skills, soft skills; they need expertise and experience, how to deal with disagreeable customers and not to run away… but to accommodate (PL)
  + [Prepare them to] have an entrepreneurial mindset; to understand what's required to either run your own business or run a business within a business; we do that really well as a school, and I think we need to do it more often within other programs of business like culinary; in addition to the soft skills, having that mindset to become either a business owner or a fantastic employee; as far as question two, that's industry engagement; how can your students, our students interact with industry?; how can they get more internships?; how can they find jobs?; Paul and I could help you find industry folks that would be happy to interact with your students and engage with them; I would encourage you as a department, not just culinary, but united to really push the career center for these opportunities (DL)
    - First, industry engagement; (CN) connects PCC with the businesses; [the students] have increasingly more trouble with critical thinking skills, problem solving, and resourcefulness; we afford our team members a high degree of autonomy, they must think on the fly; it requires that they have to be self-sustaining and able to operate on their own; When we give them a mission, and they should be able to do it and fulfill it themselves, and then coordinate with the rest of the of the team; critical thinking skills, creativity, innovation, working together collaboratively (AN)