**Citrus College**

**Business Advisory Committee Meeting**

**Friday, September 24, 2021**

**MINUTES**

**Present:**

**Facilitators**

Victoria Dominguez – Dean of Mathematics and Business Division and Interim Dean of Career, Technical and Continuing Education

Bruce Grossman – Full-Time Faculty Member, Business Department

Levi Richard – Full-time Faculty Member, Business Department

**Voting Members of the Committee**

Lysa Alvarez – Business Development Consultant, Foothill Credit Union

Mike Briggs – Local Businessperson

Charles Byerly – Local Businessperson and Adjunct Business/Real Estate Instructor

Lisa Castillo – Local Businessperson and Adjunct Business Instructor

Joe Cina – President/CEO, Glendora Chamber of Commerce

Linda De Long – Local Businessperson and Adjunct Business Instructor

Jim Fischella – Local Businessperson and Adjunct Business Instructor

Christine Keelin – Local Businessperson and Adjunct Business Instructor

Nick Paulson – Local Businessperson and Adjunct Business/Real Estate Instructor

Sean Snyder – Director, Small Business Development Center, University of La Verne

**Absent (A)**

1. **Introduction**

* Bruce told the group that the purpose of this meeting is to get some of our certificates through the curriculum process. Anytime that we want to advance a curriculum or put certificates through our curriculum, the state requires that we have advisory committee meetings. The purpose of this meeting is to present these to you, explain why we want these certificates, why we picked these specific classes to support these certificates, and to hopefully gain your approval to proceed and put this through curriculum.
* Victoria, Levi, and Bruce are not voting members of this committee, all the other faculty here are voting members, the adjuncts specifically are not here in their capacity as adjuncts they are here in their capacity as Business leaders, and we need their input.
* Everybody introduced themselves to the committee.
* Bruce stated we would like to increase our enrollments in our Business classes, the electives specifically, and we want to give students some incentives to take a variety/more of our classes. In our CTE we are also looking to attract more students that might not be our primary students in the Business Discipline (Transfer students), such as people coming to community college possibly looking for a certificate or an Associates Degree to go out into the workforce after community college. We also want to create building blocks so students can build on their success by gaining multiple certificates eventually leading to a degree.
* Another objective is that since the State decreased the emphasis on skill awards, and increased the emphasis on certificates, students believe having a certificate is something that will be on their transcript where a skill award will not be.
* The reason we are doing this now is because our curriculum process takes through the whole fall semester, and to have this approved to be in the catalog for next semester, we must have approval for everything and run this through curriculum.
* Levi shared his screen to show the Proposed Business Certificates.

1. **Small Business Management/Entrepreneurship Certificate**

* Our goal here is to better prepare students for leaving Citrus College to be more equipped to run their own businesses.
* For this certificate you can see we have ACCT 115, BUS 130, BUS 160, BUS 161, and BUS 170.
* ACCT 115 is a QuickBooks class for people that are opening up their own business, this is a bookkeeping class, and is important for people who want to have some basic level of understanding on how to keep books as a Business professional or a Small Business owner.
* The law classes, BUS 130 and BUS 161, are more of overview classes, we cover contracts, intellectual property, and court procedures.
* The reality is in your Business career you may end up in litigation along the way, and it would be very useful to have that background if you plan on being in your own business.
* The BUS 161 class is much more specific on some of our very important subjects such as employment law, including the following: wrongful termination, discrimination, harassment, vacation pay issues, overtime issues, labor relations issues et cetera. If you have any employees it will be very important to learn these topics. This course also talks about independent contractors which is very relevant for the Cosmetology group. We also spend a lot of time talking about the various business organizations and the legal liability including which one you need to set up for your business.
* Levi spoke on BUS 130 which is our fundamental business course in our department. 80% of our students take this course, and it covers a variety of areas in Business for a Business major for example, Ethics, Economic theories, Business management, Business ownership, legal forms of a Business, Operations management, and Marketing chapter. This is a quick overview and about 20 chapters of content. BUS 170, Small Business Management is overall one chapter in the Business course, but we go into detail in the BUS 170 course to focus on the fundamental issues of running a small business.
* This whole certificate is about 14 units.
* Bruce allowed the committee to give feedback on the Small Business Management/Entrepreneurship Certificate.
* Lisa Castillo made a comment stating that two law classes are too much for a certificate, especially for entrepreneurs. If there is a way for people to only take Business Law II that would be great unless there is a way to create a separate course for Business Law Entrepreneurs. She believes taking law for two semesters is going to discourage people from the certificate.
* Bruce stated that we could come back to this in the future, but we hoped today we could get this certificate approved to run it through curriculum.
* James Fischella suggested instead of the two Business Law classes that we replace one with another Business class that way there is not such a heavy emphasis on Business Law. We could also do an entrepreneurial class that way it would support more of the Small Business side of this certificate.
* Sean Snider mentioned he agreed with James and Lisa in that if the goal is to increase enrollment, he suggests to throw in Marketing/Small Business Marketing, because anytime there is a workshop on Marketing we have a very high attendance rate.
* Lisa Castillo stated she agrees with Sean, and that a Marketing class that helps people produce a marketing plan and includes online marketing such as social media would be great.
* Lysa Alvarez added to that by saying having differentiating factors regarding marketing would be very useful.
* Christine Keelin stated she would like to see something more on the finance side such as going in depth on what a balance sheet is and how to utilize QuickBooks to manage their finances. Sean added to that by saying adding something speaking about loans for Small Businesses or financing would also be great.
* Bruce replied by saying these are all great ideas, such as Loans for Small Businesses, although currently we do not have a course for that, it would need to be developed which we can do. This can be a future discussion for a meeting in the future. The marketing classes are worth considering adding.
* Nick Paulson stated for purposes of voting he is all in to get this approved, but for a future discussion we could possibly add Small Business and Entrepreneurship I and Small Business and Entrepreneurship II and put that Business Law II class in the second certificate. He believes the issue is optics, it looks intimidating to a student just trying to get into Entrepreneurship. By segmenting this and putting one of the Business Law classes in one certificate and one in another, you can state that the first certificate is the first step of Small Business classes, and then have a second certificate being the second step. This will also keep enrollment up in all the classes, and if you throw a couple of more classes in there the students will be super close to receiving a degree by getting these two certificates.
* Mike Briggs stated that one thing throughout his career that has always been a challenge is communication, he is assuming this is built throughout the curriculum, but he believes that this is key to succeeding.
* James Fischella added to that that written and verbal communication as well as being able to deal with different types of customers is very important and it is talked about a lot in our entrepreneurship course.
* Christine Keelin stated that in her Business Communications course it is helpful when we get to the chapter about delivering negative news to people and how to handle upset customers.
* Bruce stated it sounds like what we are leaning towards is having a second level certificate here to include that class. Later in our discussion we have the Introduction to Management certificate with the Business Communications class, which is our primary class that covers it. The written/oral communication part of it is built into this certificate within the courses, but it is also built into the Business Communications class which almost all Business Majors must take.
* Bruce agrees that each certificate could benefit with a communications class, although we want to be careful that these certificates are not so unit heavy preventing students from wanting to get these certificates.
* Mike Briggs and Levi Richard both stated that in these courses they are having to write and communicate in some way, and they have major writing assignments.
* Bruce wrapped this discussion up letting everyone know that we are focused on approval of these certificates, and that we can always have discussions in the future about adding classes.
* *The committee voted on the Certificate of Small Business Management/Entrepreneurship, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Human Resources Management Level I Certificate**

* Bruce stated we are putting together two Human Resources Management certificates, the one we will start with is Level one.
* This certificate contains BUS 130, BUS 132, BUS 161, and BUS 172.
* Bruce said the reason Business Law and the Legal Environment II was picked instead of Business Law and the Legal Environment I is because the goal is to get people into entry Level HR jobs, so getting some background and some of that core knowledge is important.
* Levi continued by stating the classes we already covered. The BUS 130 course, and the BUS 132 class covers the responsibilities that businesses and people that work for businesses have towards society. It discusses corporate social and stakeholder responsibilities. The Human Resources Management class is an overview of the most important functions in HR such as; Recruitment, Training, Development, Motivating the Workforce, Labor issues with unions, dealing with Harassment and Discrimination, Scheduling, Et cetera. It is a traditional HR course covering all the important elements of that position.
* Charles Byerly asked if Business Law I was a prerequisite for Business Law II. Bruce responded with it is not.
* *The committee voted on the Human Resources Management Level I Certificate, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Human Resources Management Level II**

* The courses in this certificate are as follows; BUS 160, BUS 171, BUS 175, and OFF 120.
* Bruce stated we have the Business class here, and we have the Human Relations in the Workplace which is more of an organizational behavior class. Levi will go over Introduction to Management as well as the Microsoft Excel course.
* Bruce stated in his experience he believes Business Law is very important and especially Employment Law issues. These legal issues seem to come up in various disciplines so having an overview of Business Law I contracts, claims, and intellectual property we feel is important.
* The excel class is helpful as we live in a world that revolves around spreadsheets. We wanted to give students some basic training on the concept of the various spreadsheets and data.
* Levi discussed Human Relations in the Workplace. This course discusses what certain things/outside factors can impact people’s behavior.
* Levi stated Introduction to Management is a basic Management course, the fundamental concepts being; Planning, Organizing, Leading, and Controlling, using all of these concepts in an ethical manner, Communication, and Leadership.
* Lisa Castillo stated she does not believe the excel class should be apart of this certificate and that a negotiations course would be more fitting. Bruce responded by saying those are great points although we do not currently have a negotiations course. If we were to do anything we would likely just eliminate it.
* James Fischella suggested replacing it with Business Communications. Bruce stated adding that course here certainly sounds like a good idea.
* Linda De Long stated from personal experience, HR professionals do not do a great job at understanding the Business side since they are often coming from different industries, and that is why she believes the Introduction to Management course is great for this certificate. She also believes we should put in a communications course, however, she does see value in including the excel course especially in the entry level, since most have a weakness in that specific area.
* Nick Paulson asked if Intro to Management has any Financial Analysis? Levi responded with no it does not, it is a management course.
* Linda De Long said she believes that everyone needs to have a good foundation in Financial Analysis especially people going into a managerial role. Bruce asked Linda what her solution would be, would it be adding an Accounting 101 course, a Money Management class, or Business 146? Linda stated that it is all of that, but again this is a topic for the future.
* Lisa Castillo stated an Introduction to Business class may be helpful here instead of the Excel. Linda De Long responded saying it may be covered enough in Introduction to Management although she is not sure. Bruce told the group that we do have BUS 130 in the Level I certificate, which they will take before this Level II certificate. Linda De Long said that course should cover it then, and she still does support having a communication course.
* *The committee voted on the Certificate of Achievement in Human Resources Management Level II, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Certificate of Achievement in Marketing**

* Bruce stated this is a straightforward and easy certificate, the goal is to get people into entry level jobs or maybe higher in the marketing and advertising fields.
* This certificate includes; BUS 130, BUS 185, and BUS 192.
* Levi further discussed Introduction to Business stating it has four chapters on Marketing in it. The Marketing course has a marketing project, putting together a marketing plan, and in the Advertising course, you must put together an advertising plan.
* Lisa Castillo stated she wishes there was a Social Media component in this certificate. James Fischella added maybe Digital Marketing as well. Levi responded by saying we incorporate both of those concepts in these classes.
* Sean Snider asked if it covers building websites or e commerce, Levi stated it is covered in Small Business Management, but building websites, no.
* Bruce asked if Sean thinks Small Business Management should be included in this group? Sean said no, it looks great especially from a Marketing perspective to increase enrollments with it being a short certificate. If he was to add anything it would be more analytics.
* Levi added to Sean’s point that in both courses he does have examination of the industry, as well as writing a profile of their customer so you can see how many people fit the profile that you are trying to go after. James Fischella added that looking at the data and knowing what it tells you is important.
* Charles Byerly stated that this is for an entry level job and that down the line we can create a Level II to be created with higher analytical courses.
* Lysa Alvarez stated it would be useful to add a Business Communications course to this certificate to gain more of a well-rounded knowledge of who you are trying to serve. Bruce stated that is a great point and we could easily do that. The group agreed to add that course.
* Nick Paulson said that the fewer courses in a certificate means more students are likely to do the certificate. Mike Briggs said that we also must balance it out, if the course load is too light it is not very meaningful.
* Lysa Alvarez said it doesn’t even have to specifically be a Business Communications class, it can be an overall communication class to gain the skills on how to reach people in different ways.
* Charles Byerly stated that they can take our feedback on this to a future meeting and get a Level II Certificate if you want to eventually develop it.
* Bruce stated he put together a very quick Small Business Entrepreneurship Level II Certificate that we can look at towards the end of this meeting and possibly vote on it if we are ready.
* *The committee voted on the Certificate of Achievement in Marketing, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Certificate of Achievement in Management Level I**

* This Certificate is Level I; we also have a Level II for the Management Certificate.
* This Level I Certificate includes; BUS 130, BUS 152, BUS 171, and BUS 175.
* Bruce stated that we have already discussed all courses except for the Business Communications course.
* Bruce stated that the Business Communications class is important since this is a Management Certificate, and that he has had many students state they need to take this course to get the promotion they want at work and become a better communicator.
* Lysa Alvarez made a suggestion that the Excel course in Level II should be moved to Level I, because anyone who wants to become a manager needs to be extremely organized so adding that to Level I would be useful. Bruce stated it is a great comment although, we want to be careful to not heavily load these certificates. We would have to evaluate from a unit stance.
* Joe Cina suggested switching Excel with Business 171. Bruce stated we do want these supervisors to gain this skill within the first certificate.
* Charles Byerly stated he supports the certificate as it is and that this would be good for a first-time supervisor position.
* Sean Snider asked if these courses are transferrable to local universities, Levi responded yes, they are transferrable. Victoria added that they will either be transferrable as elective credits for the Business degree, or they will be transferrable for a specific area for the CSU’s and or the UC’s.
* *The committee voted on the Certificate of Achievement in Management Level I, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Certificate of Achievement in Management Level II**

* This Certificate contains the following courses; BUS 132, BUS 160, BUS 172, and OFF 120.
* Levi stated we have discussed all these courses, and that there was previous feedback to move the Microsoft Excel course to Level I.
* The goal of this certificate is to better prepare students leaving Citrus College in getting a wider range of supervisory positions in the workplace.
* *The committee voted on the Certificate of Achievement in Management Level II, we had 10 confirmed Yes’s and 0 confirmed No’s.*

1. **Small Business Management Entrepreneurship Level II Certificate**

* Bruce revisited this topic in light of the group’s discussion on Small Business Management. He is proposing that we eliminate Business Law I from this certificate, and we create a Small Business Management Entrepreneurship Certificate Level II including the following courses; Business Law I, Marketing, BUS 146 which is a Finance (Money Management) course, and Business Communications.
* The courses that will be left in Level 1 will be as follows; QuickBooks, Introduction to Business, Business Law II, and Small Business Management.
* Sean Snider asked if you have to take Level I before taking Level II, Victoria stated Level I will need to be completed first before Level II.
* Victoria said that if you lay out these changes to the Level I certificate and the added Level II certificate in an email and receive the confirmation it would complete the approval process.
* Linda De Long stated that in the Business industry she sees a need for people learning how to communicate, and that students nowadays are happier to work alone. We want people to work together, and this should be more prominent in teaching when people are going back to the workplace on how to be a team and how to collaborate. Christine Keelin added that the Organizational Behavior class covers exactly that.
* Linda De Long spoke about in the future looking at how to teach people to collaborate because this is an ongoing issue. The team agreed and shared personal experiences with students.
* Joe Cina stated that Business Law is a very important course especially for new Entrepreneurs to know since it has changed so much and continually changes.
* The group wrapped up and ended the discussion.

***Minutes prepared by Taylor Drury, a student worker in the Mathematics and Business Department.***

**Addendum:**

After the meeting, Bruce Grossman sent an email to all of the voting members of the committee, seeking follow-up approval of the *Small Business Management/Entrepreneurship Certificate* (as modified into a *Level I* certificate) and of the newly created *Small Business Management/Entrepreneurship Certificate – Level II.* Specifically, it was stated in the email that the modified Level I certificate and the new Level II certificate now cover the following courses, respectively:

*Small Business Management/Entrepreneurship – Level I Certificate*

ACCT 115 – QuickBooks

BUS 130 – Introduction to Business

BUS 161 – Business Law and Legal Environment II

BUS 170 – Small Business Management

*Small Business Management/Entrepreneurship – Level II Certificate*

BUS 146 – Money Management (formerly called Personal Finance)

BUS 152 – Business Communications

BUS 160 – Business Law and Legal Environment I

BUS 185 – Elements of Marketing

The vote was taken through email, with each individual committee member voting by responding to Bruce’s email separately. The vote was unanimous, with all 10 voting members approving these two certificates in the modified forms referenced above.

The email seeking this follow-up approval of these two certificates was sent out to each committee member late in the afternoon on Friday, September 24, 2021. Sean Snyder, Lisa Castillo, Mike Briggs, Jim Fischella, and Charles Byerly sent responsive emails approving these certificates later in the day on Friday, September 24; Linda De Long and Christine Keelin sent responsive emails approving these certificates on Saturday, September 25; Nick Paulson sent a responsive email approving these certificates on Sunday, September 26; and Lysa Alvarez and Joe Cina sent responsive emails approving these certificates on Monday, September 27.

***This Addendum was prepared by Bruce Grossman, full-time Business Department faculty member.***