

CIS Advisory Board Meeting
October 14, 2016

Advisory Board Attendees: Wayne Fernandez; Ted Dahle; Natasha White; Manuel Gonez; Jerry Bernard
Faculty/Staff Attendees: Fariba Bolandhemat; Odemaris Valdivia; Brenda Rothaupt; Jacqueline Scott; Antoinette Simmonds; Gina Jerry; Laura Manyweather

We took the Board's suggestions and updated our Computer Business Applications Certificate of Achievement to include three tracks: Social Media Specialist; Office Finance Specialist; and Microsoft Office Specialist. It was approved in Spring. We may want to advertise it more with a flyer. We also list this in our syllabi as a possible certificate.

Social Media Certificate was proposed by last year's Advisory Board. So, we are starting to develop a Social Media certificate. The CIS 70 and BUS 34 were developed at the same time. The BUS 34 marketing class is more theory and CIS 70 is more hands on. We thought perhaps a media course to develop videos or creative writing. Public relations related courses would be helpful. Search engine optimization would be useful and is covered in CIS 70. A concern is public speaking and short hand in texting that they need to learn formal writing. Story boarding is also critical. There is a story boarding course in Graphic Design.

Social media staff have to be able to update the content using Square Space. Word Press has been removed from most design. So we should consider removing the Word Press course or consider morphing it into a Content Management System course with little Word Press, Square Space, Drupal. In CIS 67 it is more a developer course. We would have to see if there is time to add other platforms. Consistent content, current photography and writing are the main concern for the social media material at Wayne's firm. We will add Square Space to CIS 50 for a brief two week overview. And we should check if CIS 70 is already including Square Space. If Square Space is covered in 50 and 70, then it would be current.

We had developed an Accessibility course but it did not make enrollment. So we took some of the course and added it to our CIS 51 course. The Social Media short 15 unit certificate is approved by the Board. The larger certificate that would include Content development would also be created later because it requires more to be approved. Social media is completed primarily over mobile. So we need to teach how to create content with mobile device. iPhoneography is Wayne's most popular program that he offers with his art show. He can suggest individuals to help teach mobile content development.

The Business Information Worker pathway is being developed under two stages and a specialist options. The reason to pursue this BIW pathway is because it is tied to Doing What Matters and funding. The OFTECH 33 Electronic Records Management was approved by the OFTECH Advisory Board and is included in the Stage II pathway. We will also add the BUS xx, a new Customer Relationship Management. Filemaker is possibly more robust and cover both Mac and PC platforms. Unfortunately, we can't change the BIW pathway courses. However, Filemaker should be considered for the CIS 4 Mac version to have a database management program instead of Access. It will be dependent on what we are allowed to use to meet our CID requirements. The Specialist option adds four additional courses. From an employment standpoint, Natasha suggests that we add a communication component. There is a Business Communications course in the Stage I pathway. We need to check with Business department if soft skills are being reviewed in any of their courses. There has been a generational shift in expectations, and excellent communication skills can help overcome the appearance barrier. Natasha

noted that the title is outdated because Business Information Worker would be better titled at Business Information Professional. The input from industry would be helpful for Doing What Matters to be more successful. Odemaris will mention the comments to the organization.

Non-credit courses are being developed through OFTECH and CIS. We may offer 4 week classes that would be repetitive information because it can be open entry-exit. The non-credit courses are focused on ESL and retired populations. Intro to File Management and Intro to Keyboarding would be example of non-credit classes. The goal is to move students from non-credit to credit courses. However, there is a difference between a credit vs non-credit courses. The credit courses are much more detailed while non-credit courses are to introduce an area of knowledge. The non-credit courses are more survey classes or workshops that are only 3 hour long modules.

Internship opportunities exist with Career Services Center. Please review our Career Services Center's process and requirements for creating an internship for an SMC student. Interns are insured by SMC so employers don't need to provide insurance for them. There is also a job posting website. Career Day is also another opportunity for students. Again, contact Career Services Center for information. We would like to have a mixer with our industry members and students in the Spring for a Q&A and brief description of what industry really wants in employees.

Ted would like to see app development which is more CS side and we will invite him to CS Advisory meeting. Depending on the tool, app development. Adobe Experience Design or XD is developing an interface development tool. It would be to develop what an app should look like and then it would be passed on to develop the coding behind. It is currently free to anyone to sample.