



**ACCOUNTING AND MANAGEMENT DEPARTMENT
ADVISORY COMMITTEE MEETING MINUTES
MAY 4, 2021 – VIRTUAL VIA ZOOM
4:30PM-6:30PM**

Department Faculty Attendance:

- Bobby Bates Brenda Domico Derek Dokter
 Ralph Jagodka Regina Martinez Steven Valdes

ITEM	DISCUSSION	OUTCOME
Welcome and introductions by Department Chairs	Welcome and introductions	Due to the Covid-19 pandemic, the meeting was held virtually in a Zoom meeting. The department chairs welcomed the advisory committee members and thanked them for their attendance.
Dr. Fawaz Al-Malood	Division and campus updates	A brief update was given on current division news including: 1. How well the business division transitioned to online during the pandemic. A majority of our courses were already distance learning approved. 2. The business division's spring semester enrollment was up. 3. The business division leads in terms of awards given out in certificate and degree programs. We have more students in our business division completing certificates and degrees than any other division on the campus. 4. The campus officially plans to reopen in fall 2021 and hoping to bring back about 80% of classes on- campus and about 20% online." Staff are going to be coming back July 1 and managers are going to be returning back to campus June 14. The business division building will be operating as of June 14. The facilities department has been actively evaluating and preparing for the return. For the first time in about three possibly four years, we are going to host commencement back on campus at our stadium. Last, all employees are being asked to get vaccinated. However, there are a couple of exceptions.
Department Co-curricular and course pedagogies during Covid-19 pandemic	Department Webinars, VITA, Consultapedia-online student resource created by Dr. Jagodka, AFM Club, Virtual Field Trip, & Entrepreneur Pitch Competition	The department presented co-curricular activities, events, and course pedagogies completed despite the Covid-19 pandemic. The department has continued to participate, utilize, and create or improve innovative online resources to serve our student population during this challenging time. The department has not only met, but continued to exceed academic rigor. Brenda presented the online webinars completed, the number of students served, and variety of guest speakers hosted. Steve presented information and an update on our VITA program. Ralph presented Consultapedia.com which is an online student resource and pedagogy created by Ralph and utilized by students and faculty. It is career and academic oriented. Derek presented information about the Accounting, Finance, and Management club that has continued to be active during the pandemic. The club has approximately 20 active student members. Derek showed a clip of the

		department's first virtual field trip. Approximately 70 students attended and viewed the virtual field trip on a webinar. Derek also presented information about the virtual Tri-College Entrepreneur Student Pitch competition that involved Mt. SAC, Cerritos College, and Norco College. Last fall 2020, Mt. SAC students won 1st and 2nd place in the tri-college virtual competition. The final virtual competition was held on Thursday, April 29th at 1 pm. Based on a rubric and 3 business industry judges, 1 st , 2 nd , and 3 rd place winners were Mt. SAC students. This was a great virtual co-curricular event where students were able to build on their knowledge acquired from Mt. SAC and utilize it in a practical setting. The department was very proud of the Mt. SAC student winners and all Mt. SAC students who entered the competition.
Accounting and Management Breakout Groups	Breakout groups were formed	Two separate breakout groups were formed. One for accounting and one for management. The advisory committee members joined a breakout group according to the industry they represented.

Breakout Group-Accounting:

ITEM	DISCUSSION	OUTCOME
Advisory Committee Input	Excel used in Industry	Excel continues to be at the top of the list of required skills in accounting jobs. Specific skills emphasized were Pivot tables, V-lookup, functions, shortcuts, data collection and extraction and financial weighting. Special attention was given to detail in the form of words and interpretation versus just numbers and data.
	Soft Skills	<p>Characteristics and skills employers feel are most important include:</p> <ul style="list-style-type: none"> • Written communication skills, including grammar and ability to interpret data and articulate ideas clearly, able to write meaningful professional emails with proper grammar, spelling etc. • The ability to engage and communicate via remote conference (Zoom, webex, etc.) More and more meetings are conducted in a virtual setting. More practice in this area can help students modify their ability to connect and communicate. • Oral communication skills, ability to talk to others and work in groups, being more assertive, ability to resolve conflicts with others, ability to explain results of data in a meaningful dialog by understanding bigger picture (i.e laws, contracts, agreements, etc.).
	Other skills and qualities students should possess or are deficient in	<p>Increasing case studies in all classes to develop critical thinking skills and problem analysis was recommended.</p> <p>Financial analysis at all levels is necessary. Not only ability to interpret data and explain results, but ability</p>

		to incorporate knowledge in various situation, such as a what-if analysis, or changing economics. One suggestion was to add a capstone course to accounting certificates to incorporate critical thinking and soft skills as it relates to accounting and finance reporting.
Future Program Proposals	Advanced Accounting/CPA Track Certificate	Proposal was unanimously agreed upon by committee to add advanced level accounting courses for CPA track students. Specifically, proposed modifications include: <ul style="list-style-type: none"> • New Auditing course • New Business Ethics course • New Corporate Business Taxation course
Program Needs	Documentation of Program Needs	Equipment and Resource Needs: <ul style="list-style-type: none"> • Additional Computerized classrooms: the need exists to have computers to support new paperless textbooks, digital platforms for accounting practice and accounting general ledger program, excel, data analytics, and other software used in the class. • Additional staffing needs due to curriculum modifications and program growth • Additional sections, new courses, more units offered per course • Professional Development needs for currency and relevancy in the classroom and technical training • Professional conferences encouraging networking and partnership development • Equipment/software needs to support curriculum demands and growth
ITEM	DISCUSSION	OUTCOME
Discussion Items		During the accounting breakout session, committee members were asked to advise and give feedback on the current state of business industry needs or trends. Questions were general in nature and specific in others; focus on the COVID 19 pandemic and its impact to what might lead to permanent changes in the industry was of particular interest. The feedback given will be used to assist the accounting department with further curriculum development, career oriented content, and student success.
	1. What is the overall economic climate and outlook over the past year? This includes Economics, industry trends, new development or hot topics, new regulations (i.e. Pandemic, job outlook, tax reform, interest rates, inflation, etc.).	In the accounting and financial planning industry, demand for professionals is growing and the recruitment of qualified candidates is becoming more challenging. The expectation is the industry will continue to grow. Additionally, the average age of seasoned professionals in the industry is 55+. This would suggest a mass retirements in the financial services industry in the coming years

	How should we be tailoring our curriculum to meet industry needs?	and this increase demand for qualified candidates. There should be increased awareness of job opportunities in the financial services industry and the educational and professional requirements needed to enter the industry.
	2. How do you recruit new employees? What are the most important selection criteria? Minimum Qualifications? Room for Advancement? Do you offer work experience or internship opportunities? If so, what are typical entry levels?	Major recruitment efforts are focused on the 4-year universities (USC, Fullerton, UCLA, etc.). Some efforts of recruiting are reaching out to community colleges seeking students who have interest in pursuing a career in financial services. Students with effective communication skills, critical thinking skills, and the ability to work directly with clients are highly sought skills. For CPA tracked students, there are financial incentives for candidates to obtain their license. Minimum qualifications in most cases consist of a 4-year degree and ability to sit for and pass the CPA exam. Typical entry-level positions can range from AP Clerk to Staff accounting. It is highly recommended that candidates seek work experience in the field while pursuing their educational goals. Once working in the financial services industry, 80 to 90 hour work weeks are typical and this makes going to school and working difficult.
	3. How do we recruit faculty? Given the current changes in employment market and the economy as a whole, what are some of the qualifications Mt. SAC should look for when hiring new accounting faculty?	Networking with professional organizations (Cal CPA, IMA, etc.) is a highly effective method of meeting and inviting professionals to enter the teaching profession. Many of the professionals in industry are highly qualified and well trained in current practices.
	Career and Technical Education (CTE Programs): What skillsets, courses, certifications, and training do you feel would be good additions to our curriculum to maintain relevancy and to prepare students for future jobs?	In addition to the current curriculum and the proposed advanced accounting certificate (CPA track) the introduction of small business taxation and partnership taxation would be a good course to add. Most businesses operate as a sole proprietor and many as partnerships. Providing students with exposure and understanding of these concepts could help them to enter the financial services field sooner.
Future Meetings	Virtual and on campus meetings	Virtual and email communication as needed. Next on campus meeting will be May 2022.

Breakout Group-Management:

ITEM	DISCUSSION	OUTCOME
<p>Curriculum</p>	<p>Current year curriculum modifications to International Business (AS Degree S0507) and International Business: International - Level III (Certificate N0472), class sizes, a new social media marketing course and social media marketing certificate, modifications to the Business Administration AS-T Degree and BUSM 50 to meet the CSU CID was presented by management faculty</p>	<p>During the business management breakout session, committee members were asked to advise, discuss, and provide feedback on their agreement or disagreement of presented curriculum issues affecting the management programs. In addition to discussion, a multiple choice digital assessment tool called Socrative was used to obtain data from committee members. Socrative is an online and real-time assessment tool accessed via website or app through digital or computer devices. The advisory committee agreed to the following modifications, new course, new certificate, and class sizes based on their industry expertise and in the best interest of the department, students, and campus:</p> <ol style="list-style-type: none"> 1. Maintain all current class sizes of all accounting & management courses (except BUSM85)? Outcome: A majority of committee members agreed. The proposal was approved. 2. The class size for BUSM 85-Special Issues in Business should be lowered to match the class size of BUSS 85-Special Issues in Marketing which is at 5? Outcome: A majority of committee members agreed. The proposal was approved. 3. Delete BUSL 20-International Business Law from our International Business (AS Degree S0507) and International Business: International - Level III (Certificate N0472) and replace it with BUSM 53-Supply Chain Management? Outcome: A majority of committee members agreed. The proposal was approved. 4. Delete ANTH 5-Cultural Anthropology and ANTH 5H-Cultural Anthropology - Honors from our International Business AS Degree (S0507)? Outcome: A majority of committee members agreed. The proposal was approved. 5. Create a Social Media Marketing Certificate which includes the following courses: <ul style="list-style-type: none"> • Social Media Marketing Course (new) • BUSS 33-Advertising and Promotion • BUSS 36-Principles of Marketing • BUSM 50-World Culture: A Business Perspective? Outcome: A majority of committee members agreed. The proposal was approved.

		<p>6. Modify the Business Administration (AS-T Degree S0418) to meet the requirements of the CSU CID Transfer Model and modify BUSM 50-World Culture to meet the needs of the CSU Area F Ethnic Studies? Outcome: A majority of committee members agreed. The proposal was approved.</p>
ITEM	DISCUSSION	OUTCOME
Discussion Items		<p>During the business management breakout session, committee members were asked to advise, discuss, and provide information based on current business industry needs or trends to assist the department with further curriculum development, career oriented content, and student success. In addition to discussion, a short answer digital assessment tool called Socrative was used to obtain data from committee members. Socrative is an online and real-time assessment tool accessed via website or app through digital or computer devices.</p>
	<p>1. How has the Covid-19 pandemic affected your industry, business, or position?</p>	<p><u>Committee members answered:</u></p> <p>We hurdled through change. We had to ensure that all of our professional development and networking channels went virtual. As a team, we brought together the entire team to work together to develop key messages and kept in contact on a daily basis. It brought us closer as a team. When the civil unrest impacted business, we pulled together again. We adjusted pricing as well.</p> <p>I only wear shorts now. I've given up on pants. So has the entire digital marketing world. Omnichannel marketing is everything. B2B companies that can only translate value in a face-to-face sale have lost a step and market share. Subscription-based businesses are now the norm.</p> <p>"Digital transformation Telecommuting, particularly Zoom, has become mission critical Importance of contingencies"</p> <p>Our volume of work has increased significantly since the pandemic. However, our workforce has suffered due to the demands of the work content and hours required. COVID subsidies have also negatively affected our business making it challenging to find employees to do the work. Pay rates were proven difficult and we had to adjust.</p> <p>"Resources constraints: Labor for open roles</p>

		<p>Transportation to deliver and receive goods</p> <p>Pressure on vendors to fill orders</p> <p>Pressure:</p> <p>On wages</p> <p>Transportation costs"</p> <p>Students felt disjointed from our school because they did not have face-to-face communications. The social aspects of school were different ... and missed. Looking forward to the Fall classroom experience.</p> <p>We've gotten busier, driven innovation, and opened up an entire new demographic of people we could serve. Flattening many of our organizational networks has cultivated a "lead and get out of the way" culture where we focused on business continuity and our leadership pipeline.</p> <p>The marketing and advertising side of our business and the industry as a whole has been affected in a few different ways. We used to work heavily on events and local activations, where we had to quickly pivot and move to digital platforms for everything. The type of work we focused on changed to helping out local businesses and giving feedback to help change around campaigns and activations. The businesses we worked with were struggling and we had to work to help manage that with different offers, the entire marketing plan and outline had to change overnight. We had to switch culturally to a work from home environment, the work life balance is different and people work longer hours.</p> <p>Warehousing, ability to fill open positions since unemployment benefits outweighs some pay rates.</p> <p>Leadership was challenged to meet the needs of internal team culture, at the same time ensuring the mission of the organization was executed. On the marketing front, our website and social media engagement reached over 1 million impressions/engagements in a year, the highest we had ever received as we took opportunities to position the organization as the "go-to" resource for COVID related news for our members.</p> <p>Leadership had to be innovative while working through complex problem solving with the constant changes.</p>
	<p>2: What specific law/s have affected your business last year or this year and how have you responded?</p>	<p><u>Committee members answered:</u></p> <p>"I am responding from the workplace perspective in general,</p> <p>* remote work/leaves</p>

		<ul style="list-style-type: none"> * Employment discrimination * Whistleblower/retaliation complaints * Wage and hours * Unsafe workplace <p>We may see more suits about mandating vaccines, but can't see any evidence of that now."</p> <p>California Privacy</p> <p>Not a specific law, but policies from our institution restricted us from accessing the facilities on campus. We learned to adapt.</p> <p>COVID laws in terms of safety and pay. We were a covid friendly employer in that we were incredibly safe and generous to our associates, well beyond what was required by the government.</p> <p>sent previously</p> <p>changing Covid restrictions</p> <p>GDPR, Federal Equal Employment Opportunity laws, OSHA, Cal-OSHA, Covid related regulations/laws in various jurisdictions, at-will work doctrine, workers' compensation, Sales Tax Collection, International Sales Laws, Remote work and leave, Affordable Care Act, Healthcare Privacy related laws, Foreign Corrupt Practices Act (FCPA) Compliance Program, and a handful international treaties and operating regulations.</p> <p>Familiarization with local foreign customs has also been critical. Revisiting our Articles of Incorporation, Bylaws, Policies and Protocol to meet expectations with actual practice now that we are working in a new way and it is likely to proceed in a hybrid manner.</p> <p>How to communicate and handle the benefits around pay when you're out sick and or stay at home restrictions.</p> <p>Although not necessary a law, hot topics have been employee rights with COVID. For example, mandatory covid-19 testing, mandatory vaccination, and maintenance of medical records.</p> <p>Changing COVID policies</p>
	<p>3: What could we incorporate into our curriculum to support our students into</p>	<p><u>Committee members answered:</u></p> <p>"I think a lab type of class that would require them to learn more about their profession/role of choice, which may include:</p>

<p>entering your career field?</p>	<p>* Information interviews with individuals in different roles and geographic regions</p> <p>* Completion of a volunteer project where they have to develop SOW, pitch it, secure it and complete it with positive results</p> <p>* Development of a career plan"</p> <p>Stronger written communication. Proper verbal grammar. Understanding how statistics can help solve business problems. Technical certifications. An understanding that success and lifelong learning run parallel to each other.</p> <p>Communication, data literacy, story-telling</p> <p>Leadership development. And I echo Dee on authentic leadership. Transparency builds trust. Clear is kind--from Brene Brown.</p> <p>emotional intelligence</p> <p>For international business, we need to have a very practical perspective based on real-world situations. Discussions around issues that they are likely to face in the workforce. Utilization of resources that are used by businesses.</p> <p>Focusing on commitment, toughness, competence, and courage - they are exemplified in our most successful leaders. Consider how to grow from an individual contributor to a leader of teams. I'm completely subjective, but I wouldn't be here if Caltech didn't have a "working lab" that acts as a safe place to fail [Toastmasters, of course].</p> <p>Leadership, communication and people soft skills.</p> <p>"Know your audience! In the non-profit association world, it's so important to know who exactly you are speaking to. Board members, executive management, and incorporating best practices verbal and non-verbal communication.</p> <p>I would love to see students learn positive management styles (such as Dale Carnegie) to know how to spot a good manager and become one when the time is ready."</p> <p>Effective communication, leading diverse teams.</p>	
<p>4: What are your top 3 reasons for participating on the committee today?</p>	<p><u>Committee members answered:</u></p> <p>"1. Give back to the community and individuals working to progress in the life</p> <p>2. Connect with the business community</p>	

3. Support Derek Dokter"
 "Build a bond between the AMAOC and Mt. Sac
 Support Derek Dokter
 Support the future workforce"

1. Facilitating the learning process of students
2. Social mobility of students in the region
3. Derek"

Wanting to give back, grow myself, and a way to show my appreciation for Derek
 "giving back and paying forward
 investing my time in worthwhile
 Derek is awesome"

- "1) Learn from practitioners about issues that are emerging and important to them.
- 2) Gain feedback about our curricular proposals
- 3) Build a better understanding about how COVID-19 has impacted a wide array of professionals"

- "1. Serve the students of Mt. SAC to create a value, relevant experience (high ROI for the student)
2. Support an important program I feel is valuable to local businesses and the community
3. Connect with other professionals to create solutions in a collaborative environment
4. ...Have fun! :-)"

Giving back, take away new ideas, give my personal feedback
 "To:

1. Inspire curriculum for future leaders.
2. Communicate the importance of positive leadership in business.
3. Provide a prospective on ""lessons learned"" from the non-profit association management world. Non-profit associations are a great place to work and not often thought of an application of management skills. I'd love to raise awareness on employment opportunities in this industry."

Provide insight to give back and support.