Santa Monica College

CIS Advisory Board Meeting Minutes

May 17, 2019

**Attendees:**

Ann Marie Leahy, SMC Career Services Advisor

Alicia Baker, Downtown Women’s Center Workforce Development Program Manager

John Gutierrez, JVS So Cal Veterans, Operations Manager

Lydia Buchman, JVS So Cal Youth Program, Community Liaison/Career Coach

Jerry Bernard, DSJ Printing, Technical Director

Manuel Gonez, Lucille and Edward R. Roybal Foundation Operations Director

TJ Sullivan, Civilized Savage, Principal

Michelle King, SMC Director Career & Contract Education

Sasha King, SMC Director of Business Development Workforce & Economic Development Office

Maddie O’Connor, Robert Half, Administrative Recruiter

Howard Stahl, CSIS Department Chair

Gina Jerry, CIS Faculty

Brenda Rothaupt, CIS Faculty

Odemaris Valdivia, CIS Faculty

Jackie Scott, CIS Faculty

**Welcome**

Howard Stahl provided an overview of the CSIS Department and the purpose of the Advisory Board.

**Board members introductions**

**Current CIS Certificates**

* Business Information Worker 1
* Computer Business Applications
* Website Software Specialist
* Digital Publishing
* Website Creator
* Website Development Management

Three levels of certificates:

Department Certificates 12-17 units

Certificate of Achievement 18-30 units

Associate Degrees (combines certificate of achievement with general ed classes)

Due to changes in funding at the state level, the department is being asked to convert all department level certificates into Certificates of achievement.

**Discussion of CIS 88A – Independent Studies – 1-unit course.**

Employers feel it is beneficial for students to have the additional experience that CIS 88A provides. They see this as an opportunity for students to apply classroom learning in a practical application. They feel that the project can be used by students to add to a portfolio. The board recommended that the department continue to include CIS 88A in the certificates it currently resides.

**New CIS Courses**

* Adobe Acrobat
* QuickBooks Online version (different class than the existing QuickBooks desktop version). We are working directly with Intuit and other colleges.

**Discussion of Statewide Certificate Programs: Business Information Worker**

This is a pathway that is a state level approved program. There are three stages and courses come from several different disciplines. Stage 1 has already been approved. Stage 2 had been put on hold by the Curriculum committee until the last course, BUS 30, was approved. Now, that CIS 30 has been created, the department will continue the submission process for BIW - Stage 2. The board continues to support the department’s efforts to bring all three stages of the Business Information Worker certificate program to Santa Monica College.

**Business Information Professional (30) units**

We are looking to use some of our existing 3-unit courses to create this certificate and follow the C-ID requirements.

**Business Information Worker Quick Start Certificate of Achievement (12) units**

This could be a weekend program and/or an online program. This program will also adhere to the C-ID requirements. Or create a similar program with similar curriculum.

Board member mentioned that a lot of high school students would definitely benefit from this. For example, Venice HS.

**Non-credit Classes**

* Due to funding changes the college is interested in this. There is no fee for the student.
* This program should benefit nontraditional students.
* 30 to 50 hours broken up into 2 or 3 classes that can be stacked and lead to a job.
* Does show up on a transcript, but does not assign a letter grade. Students can repeat noncredit classes.
* We do see this as a feeder to credit courses.

**Front Desk Receptionist Certificate of Completion (noncredit)**

* This certificate can lead to employment paying $25/hour.
* The goal is for students to complete in one semester.
* Includes three courses: Basic Computer Skills (18 hours), Microsoft Office 365 Fundamentals (18 hours), and Customer Service Level 1 (18 hours).
* Board member feels this would benefit the youth. After the youth completes the certificate. They can provide 100 hours of paid work experience to employers.
* The board also feels this would benefit veterans. Some are displaced workers who are not ready for regular academic courses who would benefit from getting back into the classroom.

**Discussion of Current Industry Trends: Social Media**

The social media class currently includes topics such as: Facebook, Pinterest, YouTube channels, blogs, RSS, Wix, podcasting and HootSuite. One other possible topic would be TicToc.

**Additional Board Member Recommendations**

Software Applications Employers Request

* Sales Force
* QuickBooks
* Hoot Suite
* InDesign
* ZenDesk (customer service based)
* Microsoft Office Suite
* HR ADP
* Filemaker

They want short term classes. Approximately 50% have office skills but need to update and refresh their skills so they can get back into the workforce. Certificates such as BIW or the Front Desk receptionist would fit well with student needs.

The board recommends that students have internship experience and/or any type of work experience. Students who have a certificate with no experience do not do as well in obtaining employment.

The following recommended topics will be referred to the department’s Computer Science discipline:

* IT Project Management
* Cyber Security
* Data Scientist

The board also recommends a general overview CMS course that would introduce several topics such as: Dreamweaver, WordPress, SquareSpace, and Wix.

The board thinks it would be a good idea for students to have a portfolio class.