

FULLERTON COLLEGE
Business Division Advisory Board Meeting
Via ZOOM. Wednesday, October 7, 2020 5:00 PM

Attendees:

1. Gary Graves, Business Faculty
2. Charmaine Smith - Fullerton College
3. Marcus Wilson, Fullerton College, mwilson@fullcoll.edu
4. Carlos Ayon, Fullerton College, Cayon@fullcoll.edu
5. Charles Byerly, Fullerton College Cbyerly@fullcoll.edu
6. Adriana Goncalves, FC, BUS&CIS
7. Barry McCarthy - Fullerton College Faculty
8. Neil Kuritzky, Cal State Fullerton <nkuritzky@fullerton.edu>
9. Anna Carlin, Fullerton College, Cyber Security Instructor
10. Brandon Tran, Fullerton College, btran1@fullcoll.edu
11. Kathy Standen, faculty in Bus Management Fullerton College. kstanden@fullcoll.edu
12. Andrea DeCaro, Kneadle, adecaro@kneadle.com
13. Lee Steidel, Fullerton College, Business Management, ksteidel@fullcoll.edu
14. Joe Johnston - TGG Accounting Joe.Johnston@TGG-Accounting.com
15. Ming-yin Scott, Fullerton College
16. Greg Schulz, President, Fullerton College
17. Dale Craig - CIS Department Chair
18. Phat Truong, Accounting Instructor (ptruong@fullcoll.edu)
19. Andrew Vargas and I'm a realtor through the OC & LA areas.
20. Richard Ghidella - Faculty
21. Gwen Earle, Business and CIS Division, Adjunct Faculty, gearle@fullcoll.edu
22. David Ochi, CEO & Co-Founder of V1 Ventures
23. Christopher DeCaro, Kneadle / Solid T, Partner, cdecaro@kneadle.com
24. Paul St. John, Accounting Instructor
25. Sharon Wu, Realtor and developer
26. Andrea DeCaro, Kneadle / Solid T, Partner

Business Management Breakout:

1. Innovation – Applying creative solutions. It does not have to be some crazy new science. Some focus on culture is required. Open to change. Innovation comes in many shapes and sizes – often "within the box." Encouraged courses to embed innovation and also consider a capstone course covering this aspect of

business more thoroughly.

2. Work Ethics – A rather prolonged discussion that life-long employment is more about employee soft skills and work ethic. We need to stress practical "SHOW UP" skills...
3. Some time was spent talking to the nature of social media – that a consumer of social media does not mean they are skills employees at social media
4. Products, processes, or people – what breaks down the most. This discussion did talk to the people end of things to some degree – kind of a people can be "messy" – a recurring theme about soft skills mixed with a killer work ethic was more important than having a skill and not showing up. Barring that discussion, the world of "processes" was discussed as being prone to break. Essentially, as technology moves to the cloud, and service methodology and controls are bundled – BACK-UP systems are not in place. When things blow up "process-wise," the results can be catastrophic. Essentially restated, when services go down – the processes break.
5. Some time was spent talking about trends – and one that has NOT CHANGED – reducing costs. People are expensive and can be unpredictable. Specialization often is better accomplished by technology than a "worker." Less cost = more profit. More profit means more resources. More resources mean a competitive advantage — the circle of life in a business environment.
6. Some discussion was had on a new research set of data that suggests a new employee coming into the market space will have 3.2 careers during their working lifetime. This means re-engineering. The CC system may be the perfect place to accomplish this. Food for thought. We already do this. How do we stay on top of trends and ensure our curriculum addresses this need just as much as feeding the CSU's... Teach flexibility? Open to experience? What do you teach?
7. New Courses – Ideas? Hospitality Management? Graphics Arts, Marketing, CIS, Capstones. Business of advertising? Marketing and Operations mixing into a soup of capability. Redefining the role of sales as a career – let alone at least understanding the significance. Talk about having a set of courses (small one unit nuggets) about the Gig Economy with maybe a capstone class that positions a worker to be self-employed. Interesting discussion here.
8. Overview of business software tools – capstone area seems to be stressed.

9. Gig economy – how to do it and be satisfied. Learn to incorporate. Prop 22 freelance – independent contractor.
10. Increase the Digital Marketing Capstone course to 3 units to allow students more time with real-world projects. Incorporate real projects as much as possible.
11. Offer a 3-unit course that provides a 1" overview of the key software tools being used in industry today. These include: Hubspot; Salesforce; Slack; CRM tools, MAS 90, Quickbooks, Alteryx (and others)
12. Offer more interviewing practice to students -- they need it
13. Offer a new course for the "solopreneur in the Gig Economy" or something to this effect.
14. Offer new Entrepreneur SKILLS certificate as an ADD on certificate to support other business and CTE programs.

Real Estate Breakout Group

Attendees:, Sharon Wu, Realtor and developer; Andrew Vargas, realtor through the OC & LA areas; Charles Byerly, Fullerton College cbyerly@fullcoll.edu, Adriana Goncalves, FC, BUS&CIS, Lee Steidel, Fullerton College, Business Management, ksteidel@fullcoll.edu, Ed Earle, TNG Real Estate Consultants, Richard Ghidella, Fullerton College fulltime faculty

Questions to the group:

- 1. How has the Pandemic impacted you and your company?**

Group Answer: Listings are down because people do not want people in their homes, however demand has not dropped. This has caused bidding wars for home and high-end rentals. Prices are increasing because of the supply/demand imbalances.

- 2. What skills are needed most to be successful in Real Estate?**

Marketing, Marketing, and Marketing according to Ed Earle with all in agreement. Charles Byerly stated that new agents lack a working knowledge of ethics. Two thirds of the group agreed and on third stated they had not had much problems in this area. All agreed that organizational skills and critical thinking skills are need to get a home sale to a home closing. No one makes any money if the home does not close.

3. **How is Cyber Security Changed in Real Estate?**

All were in agreement that the day to day impact has been small on the agents and brokers. All spoke how large offices have a cyber security expert or hire consultants. This has added to companies overhead. Andrew Vargas stated that his company had policies now to not handle any clients W2's or tax returns. Those documents go directly to an escrow company to limit how many people have access to personal information. Escrow companies now have custom software for secure uploads with only one escrow agent having access to personal information.

4. After Richard Ghidella gave an overview of the Real Estate program, Charles Byerly spoke about the new Escrow class. Lee Steidel spoke to the group about the new Advanced Real Estate Finance class. A question was put to the group: **What do you wish our program had that is currently missing?**

Adriana Goncalves stated that professional selling was a missing skill of new agents. Everyone was in agreement that we should encourage our students to take more marketing classes along with professional sales classes. You only get one chance to make a first impression.

5. **Should the Real Estate Department experiment with 5 or 6-week classes?**

Lee Steidel stated that several colleges have 5-week classes and are very successful in filling the classes. All were in agreement that shorter class durations should be tried. All were also in agreement that 8 week classes should be expanded and were a better fit for adult students who are looking for a career in Real Estate.

ACCOUNTING BREAKOUT

Feedback on Forensic Accounting and Corporation Taxation courses:

Forensic Accounting:

- Market is growing. Accounting growth is projected at 6% while forensic accounting is growing at 7.7%. Lots of opportunities in the next few years. Brandon solicited feedback from students from his Auditing class regarding the plan of offering forensic accounting and the feedback from student was positive.
- Prerequisite – financial and managerial accounting
- Joe's comment: this may help student build more problem solving and analysis skills.
- Neal's concern: is this transferrable to CSU or university?
- Brandon's response: may not be transferrable but it will help with students with the CPA exam

Corporate Tax Course:

- Ming-yin: this course will prepare student for a better job market. Prepare student to sit for the Enrolled Agent exams and the CPA exam
- Neal's comment: yes, it would be helpful for students who plan to take the CPA or the Enrolled Agent exams.
- Joe's comment: Having taken this course will make students more appealing to smaller CPA firms looking for internships and junior tax apprentices.

Internships and apprenticeships:

As it relates to Covid, Recruiting process due to Covid and how students should prepare?

- 100% remote interview
- Over the phone initially
- Zoom interview
- Students should invest in a microphone and camera for the interview. Ensure that they have a good internet connection during the interview. Dress and present professionally.
- Students should learn how to communicate their value to the firms.

Job market as the result of the Covid situation?

- Greater need for sophisticated and active accounting support. Firms that are positioned to provide clients with advisory support will have more job openings while those firms that perform just compliance services are scaling back.
- There will be a greater shift toward hiring hourly employees and apprentices.
- Staff will have less hours with flexibility as long as the tasks get done.
- High freedom, high responsibility is the current culture of most firms.

Data Analytics

- Big driver right now.
- This is the greatest tool an accountant can have.
- More and more firms are using data analytics to help businesses uncover valuable insights within their financials and identify process improvements that can increase efficiency.

Tool and Software:

- A great shift toward Web-based software

Endorsed Program Recommendations:

1. **Cyber Security Associate of Science**

Because the college already offers three Cyber Security certificates, it was agreed that we should offer an AS degree that complements the other programs. Cyber Security is a concern for every business and most businesses expect to hire employees to manage the security aspects of their business or work with a third-party provider. Cyber Security is another fast growing industry, particularly in the government sectors and with companies doing business with the government, education, and medical entities/industries.

2. **The Business of Advertising Certificate**

Another area discussed of popularity in California is working in the advertising industry. With the success of the Digital Marketing Certificate programs, it makes sense to expand the career possibilities for a student. California has the second largest employer groups in the advertising industry, next to New York. Because many businesses can now purchase their social media and digital advertising, we expect more companies to consider creating in-house agencies to manage the marketing of a company.

3. **Entrepreneurship SKILLS Certificate**

Another area discussed to help encourage students to participate in the GIG economy and/or start their own business is to gain skills in entrepreneurship. We will be offering “digital badges” as part of a pilot program to encourage students to take charge of their career and future by starting a business.

4. **Real Estate SKILLS Certificate**

This certificate has been around but was never approved by the state. The group recommended the Real Estate SKILLS certificate be proposed for State approval to allow better access by students to financial aids and other services: Required Courses (6 units):

Required Courses:

- RE 101 F Principles of Real Estate
- RE 201 F Real Estate Practice

Restricted Electives (3 units):

- BUS 240 F Legal Environment of Business or
- BUS 240HF Honors Legal Environment of Business or
- BUS 245 F Business Law I
- ACCT 110 F Payroll Accounting
- RE 102 F Legal Aspects of Real Estate
- RE 202 F Real Estate Finance
- RE 203 F Appraisal: Residential
- RE 205 F Property Management
- RE 206 F Real Estate Economics
- RE 207 F Mortgage Loan Brokering in California