

**October 22, 2021
Zoom Virtual Meeting Room
Meeting Convened at 3:00 p.m.
Meeting Adjourned at 4:42 p.m.
Facilitator: Dr. Cathleen Greiner**

<u>COMMITTEE MEMBERS</u>	<u>EX-OFFICIO</u>
<p>Neda Arab, Senior Director of Programs, Vital Link Nicole Cox, Manager, CPA, Ernst & Young John Dade, Senior Manager, High Ridge Futures Brian Dozer, D.MGT, President, Vital Link Jennie Dinnen, President, Sales & Marketing, MacKenzie Corporation Autumn Gecko, Coordinator, Vital Link Jamie Gonzales, Regional Director of Employer Engagement Eddie Lin, Co-Founder, CEO, Nexus Edge CJ Nord – HR Specialist, UR Office Solutions, Inc. Navid Rafiee, Manager, Accounting, School's First Federal Credit Union Tracy Tanner, Chief Executive Offer, Education Technology, Kolena Tristen Tucker, Innovationist, Business Development, Vesync Company</p>	<p>Patricia Barba, Teacher, Anaheim HS, AUHSD Ben Baumgartner, Business Faculty, Golden West College Barbara Cox, Saddleback College Marilyn Cunneen, CTE Facilitator, HBUSHSD Katherine Dillon, Teacher, Portola HS, IUSD Steven Deeley, Business Professor, Department Chair, Santiago Canyon College Elaine Devlin, K-14 Pathways Coordinator, OCC Lorena Emerson, Business Teacher, Fountain Valley HS, HBUHSD Beau Gasinski, Teacher, Advisor, John F. Kennedy HS, AUHSD Professor Alana Gates, Saddleback College Kathleen Greiner, Business & Entrepreneurship Sector OC, Cypress College, Mark Grooms, Faculty, Business, OCC Rola Jarjjoura, CTE Teacher, Rancho Alamitos HS, GGUSD Roger Keating, Business Teacher, Ocean View HS, HBUHSD Sarah McCance, Teacher, Fountain Valley HS, HBUHSD Jane Melding, Accounting Instructor, Saddleback College Arabian Morgan, Faculty, OCC Makenna Morris, Teacher, University HS, IUSD Scott Reindl, Coordinator, 21st Century Career Readiness, Counselor on Special Assignment, AUHSD Diana Roachat, CTE, Golden West College John Russo, Professor, IVC Michael Rylaarsdam CTE Teacher, Oxford Academy Todd Shafer, CTE, Westminster HS, HBUHSD Lisa Snowden, Career Counselor Coordinator, NMUSD Erin Thomas, Assistant Professor, Busines, Dept. Chair, Coastline College</p>

ADVISORY COMMITTEE MEETING SUMMARY

1. Welcome & Introductions

- Autumn Gecko welcomed educators, presenters and businessmen to the Business and Entrepreneurship Allied Disciplines Advisory Board Meeting, and presented an overview of the meeting that included the following topics:
 - College Panel Discussion
 - Break-out Industry Panel sessions in:
 - Business Entrepreneurship
 - Finance/Accounting
 - Marketing
- Dr. Cathleen Greiner had speakers/panelists introduce themselves and confirm their respective titles and roles at their respective companies.

2. CTE Program Progress Report

- **High Schools:** Anaheim, Portla, Fountain Valley, John F. Kennedy, Rancho Alamitos, Ocean view, University, Oxford Academy, Westminster
- **Colleges:** Coastline, Goldenwest, Orange Coast, Irvine Valley, Santiago Canyon, Saddleback

3. Advisor Recommendations: Curriculum and Instruction

- **Advisors reviewed and reaffirmed/recommended all existing low-unit legacy programs and certificates listed per college on the attached Addenda.**
- **New Recommendations:**
 - Growing Importance of Data Analytics in today's world for the entrepreneur
 - Marketing and language skills important
 - Intrapreneurial creativity important
 - Grow an entrepreneurial mind-set in courses
 - Skills alignment with entry-level positions
 - Students need an understanding of communication
 - People skills
 - Verbal skills
 - Written Skills
 - Zoom and working on Virtual Teams
 - Collaboration
 - Students need to learn Excel
 - Math skills needed
 - Show students how to learn new skills
 - Think critically
 - Analyze
 - Technology driven changes affect curriculum
 - Collaboration on Virtual teams and technology necessary
 - Excel supporting technology
 - Knowledge of excel needed in the accounting industry
 - K-12 focus should be "Why we are learning" and not grades to promote "Entrepreneurial creativity"
 - Need for students to be held accountable for themselves, time and activities
 - Finding students lack analytical skills, thinking critically, and problem solving

4. Work-Based Learning Opportunities

- Overview of existing work-based learning elements of program and gaps or needs
- Internships through Career Center
- City Bank in the City Program have opportunities for students
- Pitch Competitions
- Apprenticeships must align with various industry certification requirements involving sometimes complicated partnerships with industry, and it can be complicated in design and implementation.
- Online internships normal
- Remote working normal
- NexusEdge Education Inc., Kolena Corporation, and High Ridge Futures, LLC offer unpaid internships.
- Ernst & Young LLP offer paid internships to students enrolled in college.

- Launch internship exposes under-represented minorities who aren't exposed to the world of public accounting to three service lines:
 - Audit
 - Tax
 - Business Accounting
 - Client-Serving internship for third year students
 - Firm events at colleges where students can drop in for sessions to learn about different industries

5. Industry Update & Employment Trends

- Emerging technologies and industry developments impacting instructional programs
 - Language skills are important to create opportunities
 - New advances in technology affecting curriculum
 - Students need skills
- Industry hiring practices and trends:
 - Self-employment establishments double
 - Entrepreneurial activity very important in Orange County
 - Flexibility and adaptability are key during the pandemic especially with technology
 - Businesses in OC are adopting virtual and virtual technologies very quickly
 - Ongoing growth has been consistent against all our priority sectors here in the OSI.
 - Content of jobs changing, but skills needed are the same
 - Looking to hire graduates with soft skills, customer service skills, critical thinking skills, and computer skills
 - Looking for people proficient in Social Media

6. Summary of Recommendations

- The existing low-unit legacy programs and certificates listed per college on the attached Addendum are reaffirmed and recommended for continuance.
- In addition to the comments listed in item 3 above, instructors should:
 - Be aware of new technology that should drive change in curriculum.
 - Teach students valid data sources and how to analyze them.
 - Add excel integration into accounting curriculum as students need excel skills
 - Add experiential learning in classrooms and hands-on learning opportunities:
 - Internships
 - Presentations
 - Communication skills
 - Creativity and passion
 - Verbal Skills
 - Collaboration/Teamwork
 - Build dual enrollment partnerships with K-12, and have high school students start utilizing dual enrollment opportunities
 - Work on communication skills, soft skills, and critical thinking skills of business students

7. Closing Remarks

- Dr. Greiner and Autumn Gecko thanked the panel and attendees for their time and contributions to a successful advisory meeting, and adjourned at 4:42 pm.

Addendum 1: Approved Existing Low-Unit Certificates and Programs/Orange Coast College

- Accounting Data Analytics
- Advertising
- Entrepreneurship
- Entry-level Marketing
- Finance
- International Business
- Leadership Studies
- Management Institute
- Not-for-Profit Management
- Real Estate
- Sales