

Santa Ana College
Global Business & Entrepreneurship Department
Advisory Board Meeting
Tuesday, February 6, 2023
5:30 - 7:30 pm via Zoom

<https://rscdd-edu.zoom.us/j/9561784126?omn=82728062773>

Minutes

1. Welcome & Introductions

Gabriel Shweiri

Attendees: Bill Edwards, CEO GBI; Alex Stenzler, CEO 12th Man Technology; Kelly Oberle, CEO AHP Now; Carrie Cornwall, Cornwall Marketing Services; Glen Doolittle, GD Consulting Services, Madeline Grant, Ali Kowsari, Gabriel Shweiri & Craig Ursuy, Brennan Carr, Elizabeth Solares, Steven Yamada, GBE Faculty.

All provided a brief bio and area of business focus.

2. Discussion & Insights

Ali Kowsari & Craig Ursuy

- *What concerns do you and your business have in today's market (SoCal or bigger)*
B. Edwards – elections scheduled in 60 countries, 45% of the world's population, 40% of the world's GDP leading to potential policy changes. HR is a huge problem – lack of skilled labor all over the world. Inflation & Interest rates are high. AI and impact on business? Use it for Market Research. Use 3 different systems to cross check each. GSCM - Brokers & logistics professionals using AI to estimate costs - Data Analytics.
E. Solares – Cybersecurity (how can we partner with CIS dept. ?) & Supply Chain disruptions.
A. Stenzler – AI is important – but must understand limitations of AI. Would be really helpful for Entrepreneurs. AI Data – need to teach students how to verify what data is good/true and useful.
G. Shweiri - Outsourcing low level jobs to AI – US Customs is requiring a % of filings be completed by US labor.
S. Yamada – Compliance & regulatory issues increasing need for skilled employees.
K. Oberle – understanding what you need to know and what you don't know ie: AI
G. Doolittle – looking at AI from information competency model by creating a module that can be dropped into classes specific to a topic. Soft skills, relationship, communication skills still needed.
- *What key issues are you facing with finding talent?*
E. Solares - Employee Referral Program & Industry Events/Networking – better for finding talent because you can get to know them better than just in an interview or resume. Keeping good talent is difficult. Have to teach soft skills and Public Speaking.
S. Yamada – soft skills are critical as we are starting to lose that.

K. Oberle – build the confidence to help people communicate directly. Resilience building, compassion, empathy, accountability and confidence -need to build it. Need to learn what the best method of communication is and when (phone, in person, text, email, etc.) Talent retention is really dependent on organizational culture.

- What are some of the changing work conditions that employees and employers are demanding and how does that need to be integrated at the college level?
E. Solares – Flexible Work Schedules
- Emerging Technological trends? AI as discussed above
- What emerging opportunities are you anticipating in the coming years/decade? Moved to next meeting

3. Program Updates for Spring 2024

Madeline Grant

- a. HR Management (AS Degree) –
 - i. Need Soft skills included – change to electives
 - ii. Remote Work – results oriented focus
 - iii. Create elective track options
 1. Communication – Mgmt 122 & Comm Studies Class
 2. Accounting Track – Payroll & Acct'g
 3. Law Track – Para classes
- b. Entrepreneurship (AA & Certificate - Update)
 - i. Need Intellectual Property Rights
 - ii. Need Contracts
 - iii. Difference between service vs. product business – have different needs
 - iv. Cost structure – pricing, billing/accounting
 - v. Title – Independent Contractor vs. Freelance/Side Hustle
 - vi. Move from Entr to Small Business
 - vii. Courses to include – Quickbooks, Bus 105, Bus 130, Entr 100, Bus 170, Entr 105
- c. Global Supply Chain Management (New - Action Item)
 - i. Bus 113 update name to Inventory Management & Technology to better align with proposed content
 - ii. Program requirements with Bus 113 update unanimously approved by Advisory Members present

4. Wrap up

Next Meeting: Week of April 22, 2024