



BUSINESS/ECONOMICS/ACCOUNTING ADVISORY BOARD MEETING

April 30, 2021
9:00 AM – 11:00 AM
Virtual via Zoom

MINUTES

Board Member Attendees	Coastline College Ex-Officio Attendees
Myra Clarke, CTE Director, GGUSD	Abraham Adhanom, Business Instructor
Sheila Dufresne, Regional Director Employer Engagement, Retail Hospitality Tourism	Shelly Blair, Dean, Innovative Learning & Career Education
Cathleen Greiner, Regional Director Business & Entrepreneurship	Kevin Erdkamp, Accounting Department Chair
Jaime Gonzalez, Regional Director, Advanced Transportation & Logistics	Merry Kim, Associate Dean, Career Education
Carol Gregory, Director, Learning and Development, Glidewell Dental	Stacey Smith, Professor, Economics, Business Department Chair
Sandra Hague, Staff Recruiter, Action Property Management	Erin Thomas, Associate Professor, Business, Department Chair-Elect
Don Isbell, CTE Director, SAUSD	Paolo Varquez, Career Services/CE Counselor
David Juranich, Adjunct Faculty, CSUF	
Beau Menchaca, CTE Coordinator, College & Career Readiness, SAUSD	
Ryan Michaelis, President & CEO, MegaMex Foods	
Donna Romero, Group Claim Manager, Automobile Club of Southern California	
Roy Sahachaisere, Student Trustee, CCCD	
Kayleigh Salmon, Division Director, Accountemps Salaried Professional Services	
Anne Younglove, NMUSD	

1. CALL TO ORDER

- a. Welcome & Introductions
- b. Zoom Protocols & Recording
- c. Purpose of the Advisory Committee

The purpose of the Business/Economics/Accounting Advisory Committee is to enable the department faculty and administration to receive input from industry partners for recommended changes in program direction. These recommendations include suggestions for improvement, expansion, student recruitment, innovation, and/or equipment to meet industry needs.

- d. About Coastline
- e. Program Overview

2. DEPARTMENT UPDATES

- a. Recent Accomplishments
 - i. Moving to Open Educational Resources (OER) text – BUS C100 now zero cost



- ii. New Business Economics Certificate of Accomplishment approved – pathway to Economics degree or Business degree for transfer.
 - iii. New Business and Accounting Innovation Center (BAIC) under construction for student involvement and community engagement. (e.g. CSCMP Roundtable sessions, VITA workshops, and new Coast Business Group for students), located directly across from new Cyber Innovation Center creating synergy and opportunities for students and industry partners
 - iv. Volunteer Income Tax Assistance (VITA) Program: volunteer- and student-driven
 1. Since 2012, aided 100+ students in employment or transfer to universities
 2. Since 2015, helped 1300+ taxpayers, returned \$1.4M to community, saved \$260,000 in fees
 3. Three awards in last 5 years
 4. This year, transitioned to 100% virtual
 - v. Degree and Certificate Completions – State Funded (SF) and Extended Learning (ELD)
 1. Accounting - 21 SF degrees, 7 SF + 1 ELD certificates
 2. Economics - 16 SF + 3 ELD degrees, completers of new certificate Spring 2020
 3. Business - 222 SF + 264 ELD degrees, 178 SF certificates
 - b. Grants, Events, Outreach
 - i. Master Course Development – Principles of Management (MS C100) redesign, Fall 2021
 - ii. Coastline Business and Entrepreneurship Virtual Summit in November 2020 connected industry professionals with students - 171 participants
 - iii. Competency-Based Education Grant Awarded to Coastline
 1. One of 8 colleges in state (out of 114) and only college in OC
 2. \$400,000
 3. Goal is to credential skills, knowledge, and experience previously gained
 4. Developing an Associate Degree in Management
 5. Proposing 2021-2022 Regional Strong Workforce project to bring other community colleges along
 - c. Past Recommendations – Action items from prior meeting
 - i. Presentation of new certificates for review/approval
 1. Global Business Essentials: Certificate of Specialization (9 units)
 2. Global Business: Certificate of Accomplishment (16-19 units)
3. LABOR MARKET INDICATORS
- a. Labor Market Demand vs Program Supply (Business and Entrepreneurship Orange County Sector Analysis Project, Nov 2019)
 - i. 22,925 businesses in OC
 - ii. 6% 5-year projected job change
 - iii. Annual job openings (25,999) vs. labor market supply (6,729) creating supply gap
 - b. LMI Presentation- Cathleen Greiner, Regional Director, Business & Entrepreneurship
 - i. See Appendix B for details



4. REVIEW OF PROGRAMS

a. Business

- i. Associate in Arts Degrees
 1. Entrepreneurship and Small Business Management
 2. Logistics/Supply Chain Management
 3. Management
 4. Retail Management
 5. Supervision
- ii. Associate in Science Degrees
 1. Business Administration
 2. Business: Business Administration
 3. Business: General Business
 4. Business: Human Resources Management
 5. Business: Marketing
 6. Health Care Management
- iii. Associate in Science for Transfer Degrees
 1. Business Administration
- iv. Certificates of Accomplishment
 1. Project Management
 2. Retail Management Essentials
 3. Retail Management-Advanced
- v. Certificates of Achievement
 1. Business: Business Administration
 2. Business: General Business
 3. Business: Human Resources Management
 4. Business: Marketing
 5. Entrepreneurship and Small Business Management
 6. Health Care Management
 7. Logistics/Supply Chain Management
 8. Management
 9. Retail Management
 10. Supervision
- vi. Certificate of Completion
 1. Management Skills for Retail (Noncredit)
- vii. Certificates of Specialization
 1. Business Plan
 2. Entrepreneurship Essentials
 3. Entrepreneurship for Artists
 4. Home Business
 5. Project Management Essentials
- viii. **RECOMMENDATION:** Department Chair-Elect
 1. Streamline Proposal: Reduce number of Business and Management degrees, applying guided Pathways thinking (Appendix A – pp 17,18)
 - a. Entrepreneurship – Are you looking for degrees and certificates in Entrepreneurship as you hire?



- b. Project Management - Are you hiring students with AA degrees to manage projects?
 - c. Transfer Program Concentrations/Options – certificates prepare students for choosing concentrations at Cal State Universities (CSUs).
 - 2. Update Program Student Learning Outcomes (PSLOs) language to include current terminology (Appendix A – p 21)
 - 3. Convert Business and Management degrees from Associate of Arts (AA) to Associate of Science (AS) which aligns with current Cal State University (CSU) requirements.
 - ix. **APPROVAL:** Advisory Board
 - 1. The advisory board approved recommendations to streamline the number of degrees, update Program Student Learning Outcomes, and begin the process to convert Business and Management degrees from AA to AS degrees as discussed.
 - b. Economics
 - i. Associate in Arts Degree - Economics
 - ii. Associate in Arts for Transfer Degree - Economics
 - iii. Certificate of Accomplishment
 - 1. Business Economics - completers of new certificate anticipated Spring 2021
 - c. Accounting
 - i. Associate in Science Degrees
 - 1. Accounting: Bookkeeping
 - 2. Accounting: General Accounting
 - 3. Accounting: Taxation
 - ii. Certificates of Achievement
 - 1. Accounting: Bookkeeping
 - 2. Accounting: General Accounting
 - 3. Accounting: Taxation
 - iii. Certificates of Specialization
 - 1. Advanced Accounting
 - 2. Intermediate Accounting
5. NEW PROGRAM DETAILS
- a. **RECOMMENDATION:** Department Chair-Elect
 - i. New Global Business Certificates
 - 1. Global Business Essentials Certificate of Specialization (9 units)
 - 2. Global Business Certificate of Accomplishment (16-19 units)
 - b. **APPROVAL:** Advisory Board
 - i. The Global Business Essentials Certificate (of Specialization) and Global Business Certificate of Achievement were reviewed and received support from the Advisory Board to move forward to obtain approval from the Chancellor’s Office for state chaptering and offering of the programs in the 2021-22 academic year.



6. ADVISORY BOARD FEEDBACK AND DISCUSSION

- a. Industry Trends & Technology Changes
 - i. Encouraged to continuously keep current with technology. Data is used to predict where business is headed based on past experiences and enables industry to shift based on what is happening. AI/bots can be incorporated for repetitive tasks and integrate vendor services. Digitalization is very important as more consumers interact online rather than in person (Donna Romero).
- b. Workplace Recommendations - What do you look for when hiring employees? What technical and soft skills should we be teaching our students in our courses and programs? What future shifts do you anticipate in your industry, and how can we best prepare students?
 - i. Looking for curiosity, adaptability, autonomy, problem solving, self-awareness, continuous learning – soft skills. (Donna Romero, Sandra Hague, Anne Younglove, Ryan Michaelis)
 - ii. Recommended career coaching and career counseling – resume writing, career skill building (Sandra Hague)
 - iii. Technical skills get you the interview, soft skills get you the job (Carol Gregory)
- c. Are you looking for degrees and certificates in Entrepreneurship as you hire?
 - i. Not specifically looking for certificates but would have an impact on a resume as someone who sees the big picture (Carol Gregory, Sandra Hague, Ryan Michaelis).
- d. Are you hiring students with AA degrees to manage projects?
 - i. Would not need a PMP certification but coursework would be a big plus (Carol Gregory, Sandra Hague, Ryan Michaelis)

7. ADVISORY BOARD ENGAGEMENT OPPORTUNITIES

- a. Work-Based Learning – Helps support community college students by providing paid or unpaid work-based learning positions. Employers work with faculty on targeted learning outcomes for students
- b. Apprenticeship – Pilot program with Division of Apprenticeship Standards and Robert Half® will develop accounting apprenticeships for students on non-traditional route, ranging from 1,000-2,000 hours at \$20/hour to maintain living wage

8. ADJOURNMENT



Advisory Board

April 30, 2021

Accounting
Business/Management
Economics





Agenda

1. Call to Order
2. Department Update
3. Labor Market Information and Program Outcome Data
4. Advisory Review of Programs/Curriculum and Recommendations
5. New Program Development, Review, and Approval
6. Industry Trends, Technology, and Workplace Recommendations
7. Workplace Learning and Employer Engagement



Welcome and Introductions



Stacey Smith
Department Chair
Professor, Economics



Kevin Erdkamp
Department Chair
Professor, Accounting



Abraham Adhanom
Instructor, Business



Erin Thomas
Assistant Professor,
Business
Incoming Dept Chair



You!

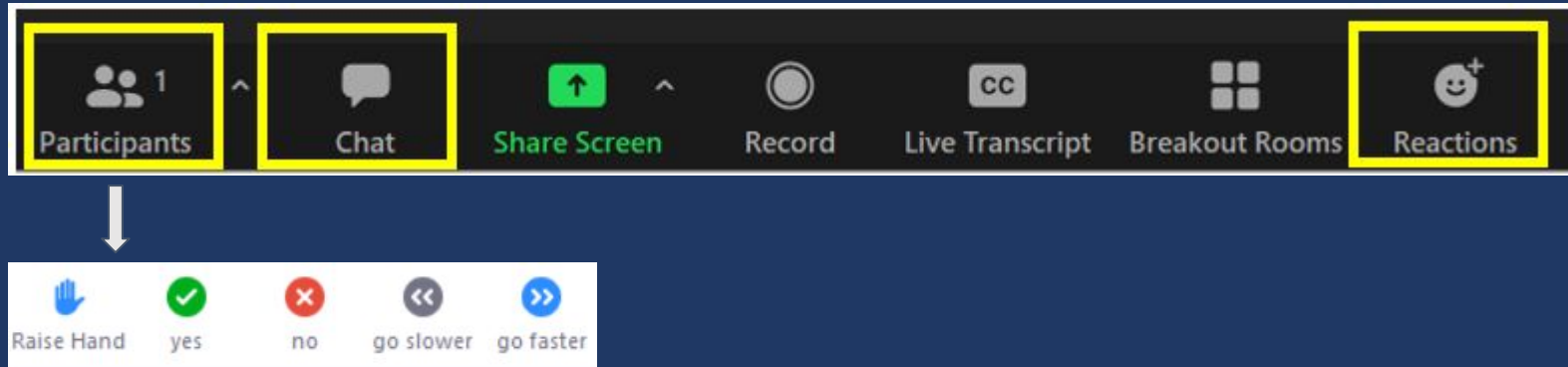
Please share your:

- Name
- Organization
- Title

Please type in chat too!

Zoom Protocols and Recording

We look forward to you participating in our meeting in a variety of ways! Your use of the chat, voting and hand-raise features (under the “Participants” tab), and “reactions” (thumbs up, etc.) is encouraged.



This meeting is being recorded to help in our compilation of minutes and future curriculum submissions/approvals.

Advisory Board Purpose





About Coastline



Programs Overview - Current



Accounting

3 degrees
5 certificates

Business

8 degrees
12 certificates

Economics

2 degrees
1 certificate

Management

4 degrees
6 certificates



2a. Recent Accomplishments

Open Educational Resources (OER)

- AKA: free texts for students
- Completed conversion for Introduction to Business: Fall 2020

Business Economics Certificate of Accomplishment

- First “graduates” Spring 2021

Business and Accounting Innovation Center (BAIC)

- Construction started at Garden Grove Center



2a. Recent Accomplishments: VITA

To date, the CC VITA Program has assisted approximately 100 students become VITA certified tax preparer volunteers. Additionally, the CC VITA Program has assisted the members of our surrounding campus communities as followed:

<u>Season</u>	<u>Returns Filed</u>	<u>Federal Refunds</u>
2021	97 to Date	\$120,878
2020	121	150,255
2019	268	282,278
2018	183	206,632
2017	219	226,118
2016	210	219,302
2015	157	\$158,873



2a. Accounting Program Completions

2019 - 2020 Awards

Award Title	State Funded Awards	Extended Learning Awards
Accounting - AA	3	
Bookkeeping - AS	5	
Taxation - AS	3	
General Accounting - AS	10	
All Certificates	7	1

2a. Economics Program Completions

2019 - 2020 Awards

Award Title	State Funded Awards	Extended Learning Awards
Economics- AA	12	2
Economics- AA-T	4	1
Business Economics Certificate	New program	New program

2a. BUS/MS Program Completions

Business/Management 2091 - 2020 Top Completions:

1. Degree, Business Administration: 222
 - 31 were degrees for transfer
2. Certificate of Achievement, Business Admin: 178
3. Degree, Supervision: 173 in ELD program
4. Degree, Supply Chain/Logistics: 91 in ELD program

2b. Grants, Events, Outreach

Perkins and SWI Funded Projects: Master Courses

- Principles of Management: Fall 2021
 - Course redesign in process
 - Added content supporting diversity, inclusion, EEOC compliance and Affirmative Action plans
 - Same course content across all delivery modalities
 - Previously called Business Organization and Management (MS C100)
 - OER texts save money for students, including our currently incarcerated students
- We continue to look for OER opportunities to reduce program costs for students



2b. Grants, Events, Outreach

Coastline Virtual Business Summit Highlights 11/6/2020

- Hosted by Bus/Acct Department and Coastline Career Center
- 171 participants in attendance
- Panel with industry experts, Coastline faculty, and Coastline alumni

Competency-Based Education Grant



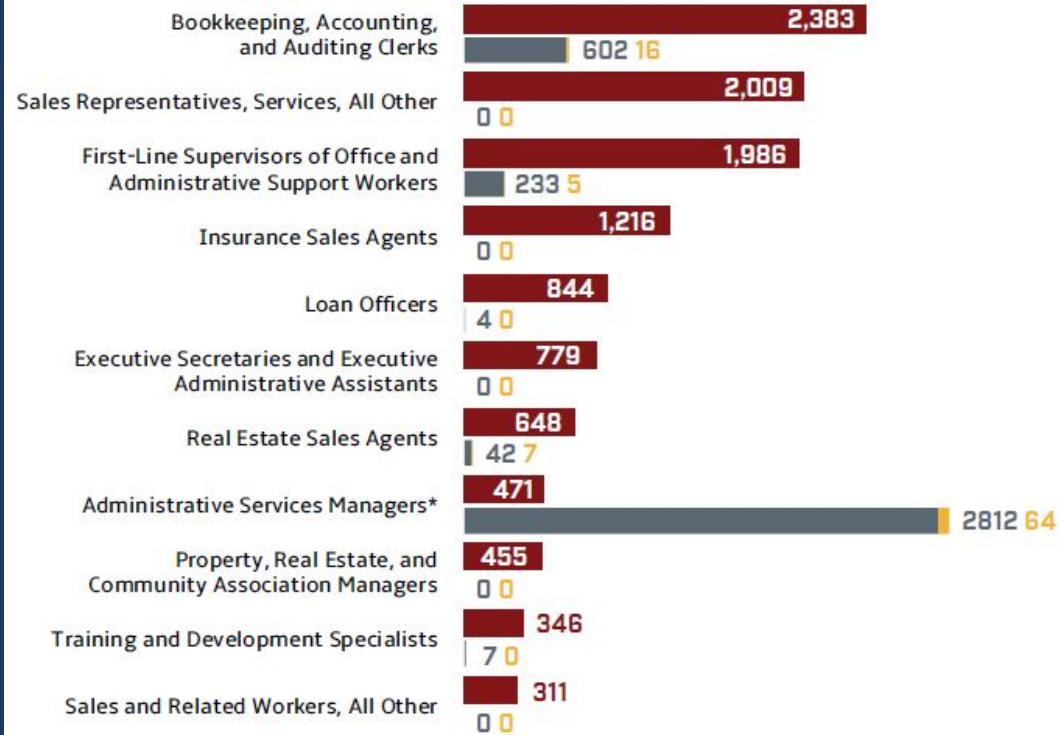
2c. Past Recommendations

At the April 2020 meeting, Coastline was encouraged to explore programs in Global Business

- Today, requesting review/approval of
 - Global Business Essentials:
Certificate of Specialization (9 units)
 - Global Business:
Certificate of Achievement (16 - 19 units)

3. Labor Market Indicators

Top Middle-Skill Jobs in Orange County: Labor Market Demand vs. Program Supply



4. Review of Programs

Business - streamline proposal

Re-routing:



Title Update:



4. Review of Programs

Business - streamline proposal, part 2

Re-routing:



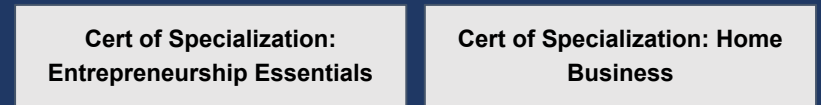
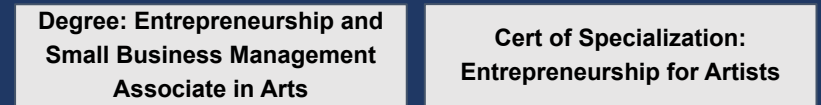
Title Update:



Input Requested:



Input Requested:



4. Review of Programs - Questions

Entrepreneurship

- Are you looking for degrees and certificates in Entrepreneurship as you hire?

Project Management

- Are you hiring students with AA degrees to manage projects?

4. Review of Programs - Thoughts

Transfer Program Concentration - CSUF

- | | |
|--|--|
| <ul style="list-style-type: none">• Accountancy• Finance• Human Resource Mgmt• Management | <ul style="list-style-type: none">• Information Systems• International Business• Marketing• Supply Chain Mgmt |
|--|--|

Transfer Program Options - CSULB

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Accounting• Business Analytics• Business Economics• Decision Science | <ul style="list-style-type: none">• Entertainment/Hosp• Entrepreneurship• Finance• Management | <ul style="list-style-type: none">• Marketing• Risk Management• Insurance |
|---|--|---|

4. Program Student Learning Outcomes

Changes Recommended:

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly changing global environment.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and ~~information-based~~ data-driven approach.
3. Effectively communicate solutions to business problems using appropriate language ~~business terms~~ and ~~tools~~ strategies ~~through demonstrating an understanding of business terms and concepts~~.

Additional PSLO?

4. Formulate strategies which embrace diversity within organizations and create inclusive organizational cultures.

4. Program Recommendations

- Currently, most BUS/MS degrees are Associate of Arts
- Recommendation:
 - Convert all local Business and Management local degrees to be Associate of Science

Program/TOP Code Alignment for Reporting:

Business Programs/TOP Codes	Management Programs/TOP Codes
0501.00 - Business and Commerce, Gen. 0505.00 - Business Administration 0506.40 - Small Bus and Entrepreneurship	0506.00 - Business Management 0510.00 - Logistics and Materials Transportation 0506.50 - Retail Store Operations and Mgmt

4. Summary Programs Recommendations

Accounting

3 degrees
5 certs

Business

8 \Rightarrow 2 AS degrees
12 \Rightarrow 7^a certificates
with 2 new GB

Economics

2 degrees
1 certificate

Management

4^b AS degrees
6^c certificates

- a. Two certificates: Project Management
- b. One degree: Retail Management
- c. Two certificates: Retail Management

5. New Program Details, part 1

Global Business Essentials, Cert of Specialization (9 units)

Course	BUS ADT	Bus AS	Supply Chain	Units
BUS C118: Intro to International Business	E	E	E	3
MS C100: Principles of Management			R-Cert; R- AA	3
SM C101/MS C171: Prin. of Log/Supply Chain Mgmt			R-Cert; R- AA	3

Program Student Learning Outcomes:

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly changing global environment.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.

5. New Program Details, part 2

Global Business, Certificate of Achievement (16 - 19 units)

Course	BUS ADT	Bus AS	Supply Chain	Units
BUS C118: Intro to International Business	E	E	E	3
MS C100: Principles of Management			R-Cert; R- AA	3
SM C101/MS C171: Prin. of Log/Supply Chain Mgmt			R-Cert; R- AA	3
OR				
SM C102/MS C172: Log/Supply Chain Operations			R-Cert; R- AA	3
BUS C100: Intro to Business	E ¹	R	E-Cert E-AA	3
ENGL C136: Business Communication	E ¹			3
BUS C281, 282, 283 or 284: Work-Based Learning				1-4

5. New Program Details, part 2, cont.

Global Business, Certificate of Achievement, continued

The Global Business Certificate of Achievement provides students a broader base of skills needed in the business and supply chain management aspects of working in small, medium, or large organizations that provide products and/or services locally or globally. Courses emphasize global business and management practices and the tools utilized in today's global business environment. This certificate prepares students for careers in procurement, logistics, sales, production planning, and sourcing. Most courses in this certificate can be applied to a Business Administration degree.

Program Student Learning Outcomes:

1. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly changing global environment.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.
3. Effectively communicate solutions to business problems using appropriate business terms and strategies.

6. Advisory Board Feedback

Discussion:

- Industry Trends & Technology Changes
- Workplace Recommendations
 - What do you look for when hiring employees?
 - What technical and soft skills should we be teaching our students in our courses and programs?
 - What future shifts do you anticipate in your industry, and how can we best prepare students?

7. Advisory Board Engagement

Discussion:

- Work-Based Learning
- Apprenticeship

Ready to participate?

- Contact Anna Isbell: aisbell@coastline.edu

Thank you for your input!



April 30, 2021

Accounting
Business/Management
Economics