



Moorpark College

Business ~ Accounting ~ Hospitality Advisory Board Meeting Minutes Thursday, November 10, 2022

Attendance

MC Faculty & Staff: Dean Josepha Baca, Dean Robert Cabral, Department Chair Ruth Bennington, Shannon Macias, Christy Douglass, Reet Sumal, Perry Martin, Ed Garcia, Kevin Rickard, Stefan Cosentino, Kimberly Shediak, Sergio Gonzalez, Trevor Hess, Adam Hart (OC)

Industry Partners: Kathy Dixon (Site Coordinator, VITA), Justin Ware (Senior Manager of Tax, Ernst & Young), Mike Adams (CPA), Troy Block (Short Term Credit Analyst, The Capitol Group), Orlando Hernandez (IRS, VITA Volunteer), Diane Pusateri (VITA Program Manager, United Way VC)

University Partners: Kyle McIntosh (Accounting Faculty, CLU), Paul Witman (Business Faculty, CLU), Thomas Padron (Hospitality Program Coordinator, CSU East Bay), Corrine Youngholm (Hospitality Admin, San Diego State & CSU Hospitality Alliance)

Meeting Outline

Moorpark College's Business, Accounting, and Hospitality Management programs hosted a joint virtual advisory meeting bringing together industry leaders and university faculty. Brief presentations were given by Ruth Bennington, Shannon Macias, Reet Sumal, and Christy Douglass explaining our course offerings and program goals before opening for discussion.

- Welcome and Introductions
- Purpose and Role of Advisory Committee Meetings
- Business Program Offerings & Discussion – Reet Sumal
- Accounting Program Offerings & Discussion – Ruth Bennington
- Taxation Program Offerings & Discussion – Shannon Macias
- Hospitality Program Offerings & Discussion – Christy Douglass
- Closing Remarks



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Discussion Questions

- Are the certificates we offer in accounting valuable in the workplace?
 - Kyle McIntosh: The students who transfer from Moorpark are well prepared for CLU's accounting programs. Hearing from employers that they would prefer more of a focus on data analytics. Could introduce those concepts in spreadsheet accounting. Employers share that students lack an overall understanding of financial statements.
 - Mike Adams: Basic accounting certificate skills would be valuable even if the student has another major.
 - Troy Block: From the investment management side, accounting skills are super important. Agrees with Kyle's comments about the need for students to understand how to accumulate and aggregate information and ways to display information graphically. Really likes that accounting ethics is included in the course requirements.
- How important is a global business course to build awareness and knowledge for students pursuing a general business degree or certificate?
 - Kevin Rickard: Multi-company and multi-currency understanding are two key business aspects for global business
 - Kyle McIntosh: Its important to include global business in curriculum. This will introduce them to future opportunities to study abroad. Great to provide global exposure to first-gen or underrepresented populations.
 - Troy Block: Global Business courses and degree are very important. COVID showed us how interconnected businesses around the world are.
- Do you think a lower division intro to project management class would be of value in one or more of our certificates or degree programs? And do you have software you recommend for project management?
 - Kyle McIntosh: Demand for project management from undergrad and MBA students and their employers want to see that skill more present.
- For the tax courses, what can we focus on the make students more employable?
 - Mike Adams: Soft skills are very important. Getting students hands on experience with clients through VITA is so important.
 - Justice Ware: VITA is a great way to get students experience with tax and interpersonal skills and prepare them for the real world.
 - Diane Pusateri: Adding an element of corporate tax so students finish with personal and corporate experience would add value.
- How can we improve out hospitality offerings to better meet industry demand?
 - Corinne Youngholm: UCSD is seeing a shift from hotel heavy to 50/50 with events. Event certificate would add value. Project management class is so important for all emphasis areas.



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- Thomas Padrone: Continue to emphasize sustainability in all classes. Increase awareness and interaction with industry associations (PCMA, MPI, IAEE). Project management is super important.
- Troy Block: From the investment management side, ESG is a driving force in investment decisions and hospitality is known as a big offender with regards to sustainability. Glad that sustainability is integrated throughout the program.
- Should our event management class cover SMURF & MICE?
 - Thomas Padron: Massive demand for event management training. Both MICE and SMURF. Consider having a separate class for each.

General Advisory Board Recommendations

- Consider adding VITA as an elective for the certificate and degree as an alternate to Principles of Taxation.
- Consider adding Accounting Ethics as an elective for the accounting certificate.
- Consider adding hands on application of QuickBooks skills within the program.
- Consider adding a lab component to the Financial Accounting course to allow more time to learn and apply the skills needed.
- Suggestion to include finance and business writing in certificate/degree requirements.
- Adding a lower division project management class would add value to business and hospitality degrees.
- Consider offering two event planning courses to cover social and corporate events separately.

The Advisory Board members recommend the following updated programs:

- Certificate of Achievement in Accounting 1
- Certificate of Achievement in Accounting 2
- Certificate of Achievement in Taxation 1
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The Advisory Board members recommend the following new programs:

- Certificate of Achievement in Taxation 2
- AS in Accounting