

**Advisory Council**  
**Business/Accounting/CNSE**  
**Oxnard College and Moorpark College Joint Meeting**  
Friday, April 27, 2018 7:30am-10:30  
Crown Plaza, Ventura Beach

**Advisory Board:** The Advisory Board consists of industry leaders who have been selected because of their professional background and industry leadership outside the field of education. Their professional opinions are solicited to enhance and influence curriculum to ensure current business trends, technological demands and realistic job requirements, are infused in both curriculum and policy decisions. Their participation on the council strengthens communication lines between education and the world of work.

The formation of this Advisory Board is in accordance with state **EDUCATION CODE SECTION 8070:** The governing board of each school district participating in a career technical education program shall appoint a career technical education Advisory committee to develop recommendations on the program and to provide liaison between the district and potential employers.

The committee/council shall consist of one or more representatives of the general public knowledgeable about the disadvantaged, students, teachers, business, industry, school administration, and the field office of the Department of Employment Development.

**Frequency of Meetings** California Education Code requires all Career and Technical Advisories to meet once a year in person at a minimum. This meeting was held on April 27, 2018 as a joint regional meeting of Oxnard College and Moorpark College.

**Moorpark College Faculty Attendees:** Navreet Sumal (*Department Chair*), Josepha Baca (*Business Faculty*), Perry Martin (*Business Faculty*), Ruth Bennington (*Accounting Faculty*) and Mary Mills (*CIS Faculty*)

**Oxnard College Faculty Attendees:** Robert Cabral (*Department Chair*), Mary Casillas Pinto (*Bus Faculty*), Alex Lynch (*CNSE Faculty*)

**Leadership Attendees:** Howard Davis, Dean (MC), Julius Sokenu (MC), EVP, Rogelio Vasquez (OC), EVP, Michael Shanahan, Vice Chancellor, Human Resources (VCCCD), Gayla Jurevich, Deputy Sector Navigator, Business and Entrepreneurship, Paula Hodge, Deputy Sector Navigator, ICT Digital Media

### **Meeting Outline**

*This year Oxnard and Moorpark College organized a regional meeting to include all the Business, Accounting and CNSE Departments.*

*Short PP Presentations in the following sections presented by Josepha Baca & Robert Cabral*

1. Welcome/Introductions-Josepha Baca & Robert Cabral

2. Explanation of the structure of advisory boards and this new regional format-  
*Robert Cabral*
3. Guest Speaker: *Kimberly Pease, CISSP*
4. Discussion on Pathways to Degrees, Certificates, and Curriculum Development-  
*Josepha Baca & Robert Cabral*
5. Discussion on Business Information Worker Certificate-*Paula Hodge & Gayla Jurevich*

**Discussion Questions:**

1. Do you feel new hires have adequate employability skills?
2. What employability qualifications are desired in your industry?
3. Do you feel most new hires have adequate employability skills?
4. From where do you hire your entry-level employees?
5. What do you see happening in your industry in the next few years? What should we be considering for change?

**Advisory Board Recommendations:**

- The Advisory Board recommends the development of curriculum that embeds emotional intelligence, and practical group work skills (networking, interview skills, email etiquette, oral communication, organizing and evaluating information, and complex problem solving).
- The Advisory Board felt it is increasingly crucial for students to have the skills to work with the public in a professional manner showing emotional intelligence such as empathy.
- The Advisory Board recommends integrating 3rd party certification into new and existing curriculum when available.
- The Advisory Board recommends the development of new curriculum designed with non-traditional and working students. Many students need to build skills in a format that is shorter than the traditional semester-long schedule.
- The Advisory Board encouraged college faculty to reach out to regional companies to educate and increase awareness of the skills gained by earning certificates/degree from our colleges. This awareness will help employers understand the skills they can expect from students earning these certificates/degrees.
- The Advisory Board discussed the role of placement test in hiring. Placement test remains important in technical skills areas. For example, skills testing for skills in QuickBooks, Microsoft Office Skills (excel, access, word).
- The Advisory Board discussed the purpose of community college degrees/certificates. They felt it was 1) a way to get an initial interview; 2) show proficiency in skills; 3) get hired.

- The Advisory Board indicated hiring is being done by using social media (Indeed.com, Craigslist), internship posting at colleges, social capital, referrals and personal relationships, staffing companies.