Business Advisory Committee Meeting Minutes Nov 18, 2021

**Cuesta Attendees:**

Gary Rubin, FT Faculty, Business, Cuesta, [grubin@cuesta.edu](mailto:grubin@cuesta.edu)

Neil Higgins, FT Faculty, Business, Cuesta [nhiggins@cuesta.ed](mailto:nhiigins@cuesta.edu)

Susan Kline, Division Chair, Business, Cuesta

Kim Espino, Career Connections, Cuesta

**Community members:**

Karen Perez, Recruitment Coordinator, Atascadero State Hospital

Susan Appel, Talent Acquisition, Mechanics Bank, [Susan\_Appel@mechanicsbank.com](mailto:Susan_Appel@mechanicsbank.com)

Tim Coats, Target

Al Eschenbach, Partner, Glenn Burdette CPA

Ryan Horn, Cuesta alumni, Owner, Vintner’s Vault

Kyle Ashby, Owner, The Sandbox

Curriculum Updates:

**Accounting Concentration** - 9 units before, and due to F19 advisory meeting, added ACCT 203 - Tax Accounting and updated Quickbooks curriculum

Al, likes where this is going, not sure he sees the value of Audit course at that level, Intermediate Accounting is more likely to be appealing, question/challenge - big need in the Quickbooks area, people with this certificate are on the path to earn a living on the bookkeeper

Ryan - most difficult course was accounting, QB valuable to helping students understand accounting

Susan: A la carte menu for students - students can choose the sequence of courses

**Digital Commerce Concentration** - BUS 231 looks exciting, no other comments

Agree with course content

**Marketing Concentration** - *Al*, Is Acct really necessary for Marketing people?

Neil - we can substitute courses

*Susan Appel*, not sure that elements of accounting make sense to me,

Adobe experience, not seeing anything about design, communication about that process of design

Potentially need to develop an additional course for Marketing that would be more appropriate than the Accounting, but we do not currently offer a suitable substitute

Analytics of Marketing would be a great course to develop

Adobe

**Small Business Management**

Susan Appel, Social Media Marketing maybe instead of Personal Finance

Al, Marketing or Sales, instead of PFP

Or statement (BUS 231 or BUS 243 or BUS 241)

Ryan - marketing has value, thinks PFP has value

Kyle - storytelling (Sales), fundraising in creative ways to build income streams, and leverage SBA loans to build a business

**General Business Concentration**

Susan A. - Maybe change the name of the Sales course? Call it Business Development? Funding, Financing

**Final Thoughts on how you have adapted to the environment:**

Karen, Cuesta alumni - certificates are awesome, from Bakersfield, and it did motivate her, at ASH, tons of entry-level positions, Office tech positions, require a typing certificate, journey-persons position, hard to fill

Al - tough labor market, more work than we can do, lots of people working remotely, but committed to people on the Central Coast, and students coming out

Ryan - came through Covid maintaining all employees, had to shift gears, used to start-up wineries, but a lot of those were gone, so shift to existing, cost of imports making it hard to earn a profit

Susan Appel - excited by the curriculum, passionate about education, was a professor, recruiting is whole new ball-game, things will continue to evolve, and curious to see where we will go, Mechanics is growing, and very challenging for entry-level, this is a job-seekers market for entry-level, have to get very creative with recruiting

Kyle - as things are changing, swing by the Sandbox for a place to meet or work, stop by and say hello

Tim - 30+ Cuesta students at Target, digital commerce, retail will not be going backward, lots more pick-up orders, 28 stalls for drive-up, surprised not to see anything about diversity or inclusion, raised wage rate by $4 over last 2 years, lower turnover, more stability for students

Kim Espino - creative about recruiting students, recruiting virtually, Work Experience