

Business Advisory Committee Meeting Minutes Nov 18, 2021

Cuesta Attendees:

Gary Rubin, FT Faculty, Business, Cuesta, grubin@cuesta.edu
Neil Higgins, FT Faculty, Business, Cuesta nhiggins@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

AI, 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

AI - 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