



Business ~ Accounting ~ Hospitality

Advisory Board Meeting Minutes ~ Tuesday, May 18, 2021

Attendance

MC/OC Faculty & Staff: Chair Josepha Baca, Ruth Bennington, Shannon Macias, Christy Douglass, Tim Fontenette, Silvia Schnopp, Reet Sumal, Adam Hart, Sergio Gonzalez, Seville Pinkard, Ed Garcia

Regional Leadership: Sheila Dufresne (Regional Director for Employer Engagement)

Industry Partners: Sarah Reznick (CFP, Edward Jones), Andrew Hudson (Director of Talent, Chick-fil-A), Cassandra Copeland (Owner, Cassandra Lee & Co Events), Jaime Holmes (General Manager, Larsen's Steakhouse), Kennon Wolff (Director of Service Excellence, Ojai Valley Inn), Sommer Barwick (Recreation Supervisor, Conejo Rec & Park District), Timur Taluy (CEO, File Your Taxes), Felix Wang (Owner/GM, Best Western Plus Thousand Oaks Inn)

University Partners: Ed Julius (Accounting Faculty, CLU), Patrick Manning (Accounting Faculty, CLU), Kyle McIntosh (Accounting Faculty, CLU), Veronica Guerrero (Associate Dean, Undergraduate School of Management, CLU), Thomas Padron (Hospitality Program Coordinator, CSU East Bay), Paul Spooner (Hospitality Faculty, CLU), Corrine Youngholm (Hospitality Admin, San Diego State)

K12 Partners: Christie Biddison (Culinary Faculty, Chanel Islands HS)

Meeting Outline

Moorpark College's Business, Accounting, and Hospitality Management programs and Oxnard College's Business program hosted a joint virtual advisory meeting bringing together industry leaders, university faculty, and K12 instructors. Brief presentations were given by Josepha Baca, Ruth Bennington, Shannon Macias, and Christy Douglass explaining our course offerings and program goals before opening the floor to the discussion questions.



1. Welcome and Introductions
2. Purpose and Role of Advisory Committee Meetings
3. Business Program Offerings & Discussion – Josepha Baca
4. Accounting Program Offerings & Discussion – Ruth Bennington
5. Taxation Program Offerings & Discussion – Shannon Macias
6. Hospitality Program Offerings & Discussion – Christy Douglass
7. Closing Remarks

Discussion Questions

- What are we missing? What can we add to help students develop Employability skills?
- What can be improved within our programs to better prepare our students for transfer?
- How can we promote awareness of our programs and recruit students?
- What aspects of industry should be added to our curriculum to best prepare students for employment?

Advisory Board Recommendations

- University faculty proposed increased exposure to supply chain management
- Industry proposed increased instruction on marketing, social media, promoting small businesses, networking, building a brand, etc.
- University faculty suggested requiring more instruction on written communication. Most students they encounter have a strong verbal command of the English language but lack the proficiency in formal written communication.
- University accounting faculty were glad to see Accounting M110 on the list of required courses.
- University faculty added that we think this generation of students is extremely tech-literate, however they are often only proficient on a smart phone and lack computer skills in Excel, Google Tools, and utilizing data.



Moorpark College

- Industry CFP shared that most CPAs she works with do not fully understand retirement planning. Teaching our accounting and taxation students about retirement planning resources would increase their employability and ability to serve their clients.
- Industry CPA did C-Tech program collaboration with Oxnard ask Robert Cabral.
- Industry hospitality professional praised the newly created guest relations class which will be offered for the first time in Spring 2022. Team building front & back of house.
- Encouraged an internship or job shadowing requirement to get students exposure to various types of hospitality businesses and how they work.
- University faculty suggested increased coverage of virtual events including a wide-range of online event platforms.
- Hospitality industry placed focus on composure and character when hiring. Professional communication and crisis management are also critical skills in those who were promoted.
- Proposed possible risk management for events and hospitality.
- Asked about how we will teach event management, conferences, festivals, hotel events etc. Incorporate C-Vent certification into event management course.
- Make sure students understand basics or revenue versus profit. Teach Hosp Cost Controls to help students understand flow from top live revenue to bottom line profit.
- Cover how to respond to reviews online, professional, humility, defending company, walking line, etc.
- University faculty shared that more students are graduating faster and taking short term CC classes while attending university.
- Small business owners need financial education, taxes, budgeting, etc.
- Proposed Finance in Hospitality course, each week cover a different part of the industry. Show P&L, ask students how to adjust without alienating your team, etc. Anticipate before things happen. How to pivot in real time.