

San Diego Miramar College
Business Department Advisory Committee

Meeting Minutes

Tuesday, April 24, 11:30 AM -1:00 PM
Room S6-110

Attendees:

Alan Viersen, Professor - Accountancy
Alex Stiller-Shuman, Assistant Professor - Computer and Information Sciences
Bulent Erol, LHD Financial
Damian Farry, Profar Inc.
Darrel Harrison, Professor - Paralegal
David Wilhelm, Assistant Professor - Business
Dawn Diskin, Assistant Professor - Accountancy
Duane Short, Professor - Business
Ed Knowles, Retired CFO
Elisa Roberts, Business Bridging Solutions
Jennifer Patel, Small Business Deputy Sector Navigator, San Diego Region
Jesse Lopez, Dean - School of Business, Technical Careers and Workforce Initiatives
Joanna Sbordone, RSM
Jordan Omens, Professor - Administration of Justice
Kay Carreon, Reach Financial Services
Mara Sanft, Assistant Professor - Articulation Officer
Mona Patel, Assistant Professor - Career Center Coordinator
Nick Tzakis, Law Enforcement Analyst / U.S. Army (Ret.)
Nicole DeWitt, Scripps Ranch High School
Otto Dobre, Professor - Economics
Paul Horn, Financial Sense Wealth
Samantha Madhosingh, Elevate HER
Wahid Hamidy, Professor - Computer Business Technology

1) Call to order – 11:45 AM

Jesse introduced himself, thanked the participants for their attendance, and emphasized the importance of advisory committees.

2) Introductions

Duane introduced himself and asked each participant to introduce themselves to others in the meeting.

3) Review of advisory committee purpose

Duane summarized the purpose and scope of the advisory committee. This includes connecting the college to industry and academic partners as well as receiving feedback and suggestions on the department's programs.

4) Overview of department programs

The department faculty members in attendance briefly reviewed the purpose of each of the seven academic programs in the department, including degrees and certificates offered and new courses.

5) Public Safety Management program proposal

Duane summarized the idea behind this proposed interdisciplinary program that would include a CTE-focused degree and certificate as well as a transfer-focused degree (intended to articulate to the Public Administration major at SDSU). He covered the following major points:

- Industry need and labor market information, which includes a projected 4.2% growth in public sector jobs in the San Diego region.
- The types of civilian/non-sworn jobs available in public safety agencies that require a combination of skills and knowledge related to public safety and business.
- The advantage that Miramar has in developing this kind of program since almost all the coursework is already offered in the Administration of Justice and Business departments.
- The degree and certificate curriculum, including core courses and restricted electives.

Duane then asked the committee for input on whether the department should pursue this proposal, what other courses (if any) might be included, and what other potential employers or student groups might be good candidates for this program.

Nick said that he recently attended a statewide meeting on public safety where it was reported emergency management and homeland security are the fastest growing curriculum fields in California, reflecting the robust growth in non-sworn positions at the local, state, and federal levels. He also expressed support for the program and suggested that we pursue developing it. As a non-sworn public safety employee himself he confirmed that the skills that would be developed in the program are appropriate and helpful to employment in this field. He also suggested the addition of a homeland security course focusing on information security / cybersecurity as there are projected to be 60,000 new federal jobs in that field in the coming years. Finally, he suggested that this program would be appropriate for supervisors and managers in the private security field as well, such as a corporate security manager.

Paul asked about the prevalence and preparation of military veterans to enter this field. Committee members made the following points about this:

- Lots of public sector employers like to hire military veterans.

- Many military veterans have specific occupational training but not in the business-related soft skills that employers value and that would be provided via this program.
- The military veteran population might be a great “target student market” for this program.
- This program would be eligible for the GI Bill and other forms of financial aid, which would help veterans.

Jennifer suggested researching the job descriptions and required skill sets for the jobs being targeted with this program. She emphasized that we should be trying to match our CTE programs to student preparation for high wage, high demand jobs. Other committee members made the following points:

- This program is likely to help prepare students who are already working in the field to advance to supervisory positions, providing upward workplace mobility.
- The Administration of Justice program faculty have already asked some public agency employers about the types of skills required for non-sworn positions.
- Wages and employment requirements vary greatly depending on the type of position in public safety agencies.
- The average income reflected in the data Duane presented is representative of all public-sector jobs, excluding the postal service, hospitals, and education.

Jordan summarized the training pipeline for sworn law enforcement officers and explained why it is so difficult for students to actually get through the pipeline. His department has a large number of students who are very interested in public service, yet very few will qualify for a position as a sworn officer. He sees this program as a necessary way to serve this large student population by providing a pathway to a good job in the public safety sector for those who will not be sworn officers. Nick seconded Jordan’s comments and added that these kinds of non-sworn positions are viable options for community college graduates.

Jordan reported that the top need he hears from public safety agencies is for intelligence/law enforcement analysts. The committee discussed adding an analysis course to the curriculum. Paul added that these kinds of analysis skills may also be valuable in other business contexts, such as finance. Nick stated that crime analysis is a relatively specialized skill and jobs in this field require a security background check.

Duane summarized the main points brought up by the committee and asked for other issues, concerns, or opposition regarding the proposal. Hearing none, the committee approved the development of the program by unanimous consensus. Duane agreed to update the committee on this topic at the next meeting.

6) Business/Entrepreneurship faculty member hiring update

Duane briefly reviewed the curriculum for the college’s new Entrepreneurship certificate and degree and related the history of the program’s development using input from the advisory committee. He and David reported that the college is in the final stages of hiring a new full-time business faculty member with experience in entrepreneurship to coordinate this certificate and degree. This is a growth position for the department (not a replacement). The new faculty member is expected to begin in fall 2018.

Samantha said that she has some suggestions for additions to the Entrepreneurship certificate and degree curriculum. Duane stated that the curriculum has already been approved but could be revised in the future. He agreed to add this to the agenda for the next meeting when the new entrepreneurship faculty member should be present.

7) New ACCT 135 Principles of Auditing course

Dawn briefly summarized the department's new Principles of Auditing course and explained its utility for CPA licensure. She reported that the course should be offered for the first time in spring of 2019.

8) Accreditation Council for Business Schools and Programs update

David described the Accreditation Council for Business Schools and Programs (ACBSP), which is the only accreditation agency for two-year business programs in the U.S. He summarized the role and mission of ACBSP as well as benefits of ACBSP accreditation to the college, students, and the community. He also reviewed each of the standards for accreditation and the stages to reach full accreditation. David reported that the department is now finished with the preliminary questionnaire and is about 1/3 of the way through the process. An accreditation "mentor" from Las Positas College has been assigned and is currently reviewing the preliminary questionnaire to identify any gaps or deficiencies. The department hopes to receive approval from the Associate Degree Board of Commissioners to begin the self-study (phase 2) in fall 2018. He also summarized the other steps in the process. The department is targeting 2020 for full accreditation, which is valid for 10 years.

9) Notary class June 16th

Darrel reported that a notary certification class will be held at Miramar on June 16th. This is a good, low cost opportunity for anyone interested to become a notary public.

10) Roundtable

Duane solicited additional comments, suggestions, ideas, etc. from committee members.

Joanna discussed her experience with auditing and recommended that the new auditing class include the applied skills that are required in auditing jobs; not just the required information for the CPA exam. She also discussed the different types and roles of auditors and emphasized the communication skills that are required in this field. She briefly discussed issues that can arise in cross-generational communication (i.e. between millennials and baby boomers) in the workplace.

Elisa described the problems and issues that she comes across when recruiting and hiring millennials. Examples include different communication practices, ways of notetaking, and uses of technology. She suggested that the curriculum should include workplace communication skills that many millennials need to be successful on the job.

Jesse reported that soft skills are the #1 topic that arises in advisory committees across all different programs. He is a strong supporter of work-based learning, especially since many students going through college now have not had practical experience in the work world. He emphasized the importance of internships, "trainee" positions, and other methods of creating work-based learning.

Paul seconded these comments and reported that the interns he has taken on often have the requisite hard skill set (financial knowledge, etc.) but lack in the soft skills of communication and rapport with clients. These skills are critical in business, are often lacking in college graduates, and are hard to teach on the job.

Duane stated that Miramar's BUSE 150 *Human Relations in Business* course covers the skills being described by the committee; however, this course is not required for most of our degrees and certificates. He suggested that it might be used more widely in the curriculum.

Nicole reported that a recent survey of the local Scripps Ranch community found that "life skills" such as financial literacy and résumé writing were at the top of the list of priorities that households had for their children's education. The committee discussed the importance of financial literacy and the educational opportunities that the department offers in this area, such as BUSE 120 and the Business Club's "Financial Literacy Day."

Duane thanked the committee members for attending and for providing their thoughtful and helpful feedback.

11) Adjournment – 1:03 PM