

Glendale Community College
Career Education and Workforce Development
Business Administration Advisory Committee Meeting
Business, Finance, Management, Marketing, Insurance, International, HR, Entrepreneurship
Minutes, May 29, 2024, 6-8p
<https://glendale-edu.zoom.us/j/9628350742>

Meeting called to order at 6pm

1.Introductions/Attendees:

GCC - Marisa Zakaria, Sophia Possidon, Roderick Allen, Jason Bender, Daron Kachatourian, Rafael Cardona, Michael Dixon, Lorainne Bishop, Murray Stach, Breanna Dulay, Brian Reff, Alfred Hacopian, Cynthia Vazquez, Reid Denham, Vladimir Pransky, Yeghsapet Zartarian, Michael Scott, Lynn Hill, Simon Mirzayan, Ashlee Peiris-Gunatilaka

Industry - Lance Pritikin, Armen Vartanian, Lydia Estrada, Dr. Adam Wood, Mike Kalachian, Ani Khachikyan (Jobs Center), Ardy Kassakhian, Alex Paransky, Vazrik Karabidian

2.GCC School Stats reviewed of note for 2022/2023 BusAd had 3622 students with 333 completers, largest department at GCC. Numbers are on rise.

3.Labor Market & Industry Data shows Business Related Jobs expected to increase 1.1% from 2023-2025 in LA County. 2023 Median Salary \$62K. Labor Market trends: AI Automation (ie: data entry), Data Analytics professionals, Social Media, general Technology and Entrepreneurship.

GCC Business Administration and Entrepreneur meets all 5 Perkins goals- core indicators for educational performance & success

4.Competing College Data reflects colleges that offer degrees, which are higher units. Certificate units vary. Examples, PCC, Rio Hondo, LA Valley, Pierce offer high unit certs (16-19), ELAC, Rio Hondo, Santa Monica offer low unit certs (12-18) & high unit certs (21-28),Mt Sac offers 3 levels of certs (9, 18.5, 29.5). Areas of Study- match most colleges, social media is unique to our school (only other school that has is ELAC)

5.Program Goals & Overview included discussion on offering stackable awards. Creating Basic Certificates- 9-12 units, maintaining Certificates- 18-22 units (reduce from 25-28), and Degrees- 25-28 units.

- A. Ardy Kassakhian asked what % of students enrolled in BusAd or GCC are employed. Will follow up with Ed Karp. Ardy stated he favored the stacked certificates.

Career Pathways- from K-12 to the Workforce Strengthen the pathways for students from secondary education to postsecondary education and employment are clear and established in the BusAd Department.

6. Program Additions, Revisions, Approvals.

A. Reviewed in detail- units, courses, learning outcomes, and jobs for the following:

BusAd AS-T Degree for Transfer

BusAd AA Degree

General Business AA Degree/Certificate/Basic Cert

- a. Discussions: Ardy Kassakhian asked do basic certs cheapen the certificates? Murray Stach, no they are incentives that work as witnessed by counselors at GCC for years. Armen Vartanian stated to continue to offer internship opportunities for students. They are valuable. Create a tiered approach to listed job titles using descriptors such as, coordinators, associates, specialists, to managers.

Financial Planning and Investment AS Degree/Certificate/Basic Cert

Human Resource Assistant Certificate/Basic Cert

- b. Rafael Cardona suggested removing the “affirmative action” statement from learning outcomes and replacing it with “multiculturalism” to update the language.

Insurance Professional Certificate

Insurance Specialist Property & Casualty AS Degree/Certificate

International Business AS Degree/Certificate/Basic Cert

- c. Lance Pritkin states to include the differences in IP protection laws abroad. Possibly add this as a top in BusAd 120.

Entrepreneurship AS Degree/Certificate/Basic Cert

Management AS Degree/Certificate/Basic Cert

Marketing AS Degree/Certificate/Basic Cert

- d. Lydia Estrada, Ad Tech is “hot” right now. Ensure these topics and new practices are covered in the curriculum. Programmatic advertising is also an important topic to include as it uses automated technology and algorithmic tools for media buying.

NEW Social Media Marketing Certificate/Basic Cert

B. Approvals/Endorsements:

- a. The committee unanimously endorsed current Degrees and Certificates, including lowering Certificate units to 18-22 unit range to remain inline with what other colleges are offering.

- b. The committee unanimously endorsed the introduction of "Basic Certificates" (low unit) to encourage ongoing education that stacks to certificates and degrees, and to prepare individuals for the workforce.
- c. The committee unanimously endorsed creating two certificates, a Social Media Basic Certificate and a Social Media Certificate, to equip students with skills that can be quickly applied in the workforce.

7. Computer Science/Information Systems (CS/IS) - IT Program Discussion

- A. The committee does not believe CIS should be put in Math and also felt moving CS to Math was problematic, but less of a concern since it is not directly related to Business.
- B. The committee approved splitting CSIS to CS and CIS, except for one abstention from our Marketing industry expert.
- C. Business is CTE and Math is not CTE. The professional goals of CIS students align with CTE.
- D. The colleges Tony mentioned that have CS in a STEM major have Business IT / IS as its own department in the Business Division:
 - a. PCC has a BIT department AND a CIS department
 - b. CSU Chico has a BSIS department AND a CSCI department
 - c. CSU San Marcos has an MIS (Management Info Systems) department AND a CIS department
- E. The committee unanimously approved the cloud computing, cybersecurity specialist, IT technician, and computer networking programs as they relate to Business.

Adjournment 8pm