

ificSanta Ana College
Business Applications & Technology (BAT) Dept.

Business Skills & Technology

Advisory Meeting Minutes

Wednesday, September 4, 2024

6:30 pm – 7:30 pm Zoom

The purpose of this advisory committee is to partner with business professionals to gain insights and recommendations to improve curriculum for professional business skills and technology training for careers.

Topics for this meeting will focus on current business trends, technology, and standards related to the following: business writing, professional skills, career readiness, business math, office management, business technology, software applications, and artificial intelligence (AI) for business/workplace.

Attendees: Eva Finn, Artistic Assistant Professor, Dodge College of Film and Media Arts, Chapman University; Lilian De La Torre, CTE TOSA-Business Adult School Teacher, Gonzales Unified School District; Emily Andrus, Manager Marketing Strategy and Analysis, NBCUniversal; Kathy Nguyen, Business Development Consultant & Professional Translator, 2Wynns Professional Services; Jaime Melchor, Office Manager - Multi-Line Representative, State Farm Insurance; Vivian Luu, Marketing & Communication Director, Arrow GTP; James Soto, Program Manager, Accu-sembly, Inc.; Matt Goodwin, Sales and Operations Director, Hello Subaru Temecula; Dori Dumon, Associate Professor/Co-Dept. Chair/Multimedia Designer, SAC BAT; Adam Morgan, Associate Professor/Co-Dept. Chair, SAC BAT; Anthony Pagan, Dean, SAC Business Division

Attendance confirmed by roll call at the start of the meeting.

1. Welcome & Introductions
2. Quadrennial Reviews & Program Reviews for Catalog 2025-26
 - a. Quadrennial Review Courses
 - i. BA 100, 102, 103/BUS 080, 127, 146, 147, 179, 182
 - b. CTE Program Review
 - i. 7 Certificates & 4 Degrees
 - c. Update Existing Courses & Programs
 - i. BA 179 OR 125, 190, 188
 - d. New Courses & Programs
 - i. New BA 101 Work Experience
 - ii. New AI in Business Courses & Programs
 - iii. New Bachelor's Degree – AI for Business
3. Committee Discussion & Recommendations
 - a. What updates or edits do you recommend to Business Applications (BA) business writing, professional skills, and business math courses?

- i. For BA 102 Professional Skills & Career Readiness: I would like to suggest a Badge System (for soft skills), Canvas has the ability to offer Badgerly. I think students will benefit from it if they receive a soft skills Badge in Communication, Leadership Skills, and other soft skills that are covered in the course. Badgerly - Please check out the Accredible app in your Canvas settings in the Apps section- I think it adds value so students can display their digital badges in LinkedIn, and other social media, very easy to integrate to our Canvas course.
 - ii. BA 100 Business Writing could include writing for social media and blogs.
 - iii. Due to increased spam on phone calls, emails, and even texts, it is vital to get your message across quickly and efficiently. From a sales perspective, text messages have become very beneficial and are a quick and easy way to communicate with clients. How to text professionally can be reviewed? This would be a topic for BA 102.
 - iv. Marketing writing such as product/service blog writing, social media content writing, SEO-conscious content creation, newsletter, etc.
 - v. AI, Generative AI, Chat GPT prompting, Midjourney for graphic design.
- b. What AI topics do you recommend be included in BA business writing, professional skills, and business math courses? (i.e., AI technology and methods being used, how are they being used, where are they being used - sales, customer service, marketing, HR)
- i. AI, Generative AI, Chat GPT prompting, Midjourney for graphic design and prompting skills.
 - ii. I did see more AI material that was submitted by a few students as assignments- definitely a section clarifying how and when it can be used in class- Definitely exploring using AI to build marketing campaigns, sales, and customer service for BA 102.
 - iii. I want to recommend many different topics for the business math course, but the course should be kept to 3 units.
 - iv. One topic would be AI technology and techniques for marketing and HR.
 - v. AI in sales, customer service, and marketing are beginning to be heavily used to drive customer interactions.
 - vi. Copy.ai, writer, Frase.io (for SEO writing).
- c. What updates or edits do you recommend to BA Microsoft, Adobe, Google, social media apps, and other technology courses?
- i. Students are using Adobe Express in BA 102 with free access to Adobe Cloud this coming 8-week session.
 - ii. Multiple recommendations for a new Adobe Express Generative AI course to help prepare students to take the new Adobe Certified Professional (ACP) Express industry certification which is included in BA Dept. practice tests and exam. Also a need to create a new Adobe Firefly Generative AI course for small business owners, content creators, social media managers, and digital marketing specialists.
 - iii. All the Microsoft courses would do increase enrollment without a textbook. Adam Morgan announced that all courses have moved to ZTC – no textbook as of Fall 2024 semester.
 - iv. The two heavily used apps are Microsoft Outlook and Teams.

- v. Security training when using social media apps: how to protect your personal data, where your information might go, what cookies are tracking, etc. The Google Apps course itself needs to be updated with new tutorials from Google.
 - vi. Several committee members agreed that professional training in Adobe Express with industry certification, Canva, UX/UI web applications for business web sites, Adobe Lightroom, and Adobe Audition would meet a growing need for these technology skills for business and marketing projects.
- d. What software applications or technology are being used in business that you recommend should be new courses? (name of application, how is the app being used, why is there a need for professional training)
- i. Offering perhaps the Google Professional Certificates (as some higher institutions integrate via Coursera to their offerings) at the Adult School where I work we have 500 licenses to use it for free for students up to Dec 2025 via the Google Scholarship program
https://grow.google/enroll-certificates/?utm_source=google&utm_medium=paidsearch&utm_campaign=ha-sem-bk-gen-exa_geo--US&utm_term=google%20professional%20certificates&gad_source=1&gclid=CjwKCAjw59q2BhBOEiwAKc0ijTHS6j_AIRL2ceQXwr4wEslDXNP5xdLHThWkgywAz_A-6oSpGBQOuRoCT40QAvD_BwE
 - ii. Adobe Express ACP certification and Adobe Firefly AI for BA Adobe Digital Publishing programs.
 - iii. Data visualization class - Possibly Tableau focused. Lots of companies are moving toward the model of needing folks who know how to set up clear, powerful dashboards.
 - iv. AI apps (ChatGPT or any other types of programs).
 - v. Video mixing (for people who don't know anything about video creation): creating reels, short videos for products and services or personal bloggings. Some examples are invideo.io, wave.video, frame.io (collaborative).
- e. SAC has renewed the Work Experience program. Do you recommend that BATs bring back the deleted BA 101 Cooperative Work Experience as a new course proposal updated course title to BA 101 Work Experience – Business Applications or BA 101 Work Experience – Business Applications & Technology?
- i. Vote: Yes, bring back with course title "BA 101 Work Experience – Business Applications & Technology" = 9
 - ii. Vote: Yes, bring back with course title "BA 101 Work Experience – Business Applications" = 1
 - iii. Vote: No = 0
 - iv. Comments: I think this is a great proposal, as our students need to practice job skills. This work experience course should be added to all programs as an elective for students in all programs an opportunity to gain work experience including drones and interpretation/translation programs.
 - v. The majority voted in favor to bring back this course with the updated course title "BA 101 Work Experience – Business Applications & Technology".

- f. Industry Need for Applied AI Skills – Committee Input
- i. Committee members reported that AI tools are widely used in:
 - Marketing
 - Customer service
 - Operations
 - HR
 - Insurance
 - Education
 - Small business and entrepreneurial environments
 - ii. And added the following insights:
 - Employees need AI basics before advanced topics.
 - Ethical use of AI is important for both educators and students.
 - Employers value applicants with AI training in CRM, content creation, and productivity tools.
 - AI tools in Adobe, customer service automation, and data analysis are already in use across industries.
 - Applied AI training provides a competitive hiring advantage.
- g. AI in Business: What emerging technology trends in business require employees to have AI skills and training in existing or new courses? (technology, methods, what dept., what industry, how being used, type of training)
- i. It's being used in all industries. They need the basics first.
 - ii. Still researching AI and adopting its uses in the classroom. Educators and students need to learn how to use new AI technologies and learn ethical use of AI.
 - iii. Adobe apps already have many AI generative tools. AI topics are being covered in current BA Adobe classes. Example: BA 164 Photoshop covers Generative AI tools and techniques in creating and editing photos.
 - iv. Sales will benefit from using AI for customer relationship management (AI automatically replies to customer inquiries, follows up with customers, organizes customer references, consolidate all social media platforms).
 - v. Example: State Farm Insurance using AI technology in processing claims and customer service. It would help employees to have AI training and experience. It would help applicants in the hiring process to have AI courses and programs on their resumes.
- h. AI in Business: Do you recommend BATs offer “AI for Business” certificate and/or degree? If yes, check the boxes that apply. Use the “Other” option to recommend a different program title.
- i. Matt Goodwin presented course and program proposals and research that supports BATs to offer AI business technology training. He answered several committee members’ questions.
 - ii. New BA AI courses would include: Introduction to AI for Business, ChatGPT & Generative AI Applications, AI Strategies for Business & Education, AI Ethics for Business.
 - 1. These BA AI courses would be the core courses required for an AI for Business Certificate of Achievement program.

2. The BA AI core courses would have elective pathways to other discipline AI focused courses for a multi-discipline BA AI AS degree. Elective career pathways would include courses that are teaching AI topics:
 - a) Computer Science (CMPR AI programming, AI machine learning with Python)
 - b) Business (BUS business administration introduction to information systems and applications, fundamentals of business, professional skills, career readiness, work experience)
 - c) Marketing & Digital Publishing (MKTG Marketing and Technology – Trends & Cutting Edges, MKTG/ENTR Business Writing for Social Media, BA digital publishing technology such as BA 164 Adobe Photoshop, new Adobe Express, Adobe Firefly generative AI apps for creating and editing AI images and content for business and marketing projects, work experience)
 - i. Note: BA faculty will collaborate with other disciplines to select the appropriate AI focused courses for these elective pathways.
- iii. Vote: AI in Business Certificate of Achievement (6-12 units) = 9
- iv. Vote: AI in Business AS Degree (18-25 units) = 9
- v. Vote: No = 0
- vi. The majority voted in favor of BAT Dept. offering new AI for Business Certificate and AS Degree programs.
- i. Bachelor's Degree: Do you recommend BATs offer a Bachelor's Degree in "AI for Business"?
 - i. Vote: Yes = 10
 - ii. Vote: No = 1 (comment: not opposed, but encapsulation may be tricky)
 - iii. Committee Discussion:

Members discussed the need for advanced applied technology skills in the workforce. Topics recommended for inclusion in a bachelor's program included Microsoft, AI tools, Google Workspace, remote technology, Adobe, marketing technology skills, HR technology, cybersecurity awareness, and technology entrepreneurship.
 - iv. Clarification:

Committee members emphasized that the most urgent workforce need is applied artificial intelligence skills used across all business functions. Committee members confirmed that a bachelor's degree with an applied AI focus would provide essential workforce preparation that is not currently available through existing business or computer science degree pathways. The committee affirmed support for a bachelor's degree focused on AI for Business that extends from the existing Certificate of Achievement and Associate in Science programs.
- j. If yes, what topics or courses would you recommend be included in the "AI for Business" Bachelor's Degree?
 - i. AI topics per discussion earlier.
 - ii. Microsoft, AI, Google, Remote Technology, Adobe
 - iii. Marketing, HR, cyber security, technology entrepreneurship

- k. Do you have other recommendations for BATs courses and programs?
 - i. AI topics per discussion earlier.
 - ii. GBE Dept. has decided to delete their Freelance courses ENTR 120-125. These course deletions impact the following BA programs: Digital Design for Business Certificate and Remote Technology for Virtual Professionals Certificate. Dori is reaching out to GBE to see if they have replacement courses with the same topics taught for freelance and self-employed related careers.
 - iii. Feedback comment: I want to take this opportunity to congratulate all the faculty for their amazing contributions to making BAT such a competitive program not just in Southern CA but also as an option for students statewide to take courses as part of the California Virtual College (CVC).
 - iv. These edits and updates affect all of the BA courses.
 - v. These edits and updates affect the following programs:
 - a) Business Applications & Technology CA & AS
 - b) Microsoft Office Professional CA & AA
 - c) Office Management CA & AA
 - d) Remote Technology for Virtual Professionals CA
 - e) Computer Fundamentals for Business CA
 - f) Adobe Applications for Business CA
 - g) Adobe Web Projects for Business CA
 - h) Digital Design for Business CA
 - i) Digital Publishing CA & AA

4. Conclusion – Advisory Recommendation

- a. The Advisory Committee strongly supports the expansion of AI-focused programs at Santa Ana College, including the Certificate of Achievement in AI for Business, the Associate in Science in AI for Business, and a bachelor's degree in AI for Business. Members confirmed the increased demand for employees with applied AI skills in marketing, operations, HR, customer service, insurance, education, and small business environments. The committee noted that expanding applied AI training aligns with California's Vision 2030 goals to increase workforce mobility, strengthen economic opportunity, and provide accessible pathways for high-demand careers. The committee concluded that a bachelor's degree focused on applied, user-centered AI training would prepare graduates for regional workforce needs.

5. Next Meeting – Spring 2026 for Catalog 2027-28