



Minutes of the Business Management Advisory Committee
September 28, 2020 at 1:00 p.m.
Via ZOOM

Members Present: Adam Bledsoe, Christopher Flachmann, David Waite, Dr. Jessica Grimes, Kanoe Bandy Kelly Bearden, Deborah Rodenhauer, Julie Rothgeb, and Sherod Waite

Secretary: Julie Rothgeb

1. **Welcome, Introduction, and Announcements:** Everyone introduced themselves.
1. **Functions of Advisory Committee Meeting:** Jessica summarized the function and purpose of the advisory committee—primarily to engage in an ongoing two-way conversation regarding programs and keeping in step with industry demands.
 - a. Curriculum Content Advisement – If there are programmatic changes, then the advisory is asked for input.
 - b. Career Guidance and Placement – We are looking for work-based learning opportunities, such as internships, job shadowing, and other work experience.
 - c. Community Public Relations – We are always thinking of the pipeline and marketing our programs for outreach and building the pipeline, and we ask industry for their help in this effort.
 - d. Equipment, Facilities, and Resources Review – If there is software and/or equipment, we ask for ideas/input about if it aligns with industry needs.
 - e. Program Review – TC reviews its programs annually to align curriculum with industry needs.
2. **Student Success Data:**
 - a. Taft College Student Achievement Outcome Data – Jessica shared her data from the College regarding degree attainment and majors in business and management programs.
 - b. Chancellor’s Office Data – She also shared where students are getting jobs from the Career Technical Education Occupational Survey (CTEOS), administered by Santa Rosa Junior College, which administers a survey to the 116 California Community Colleges of their alumni two years back. Taft College’s response rate was 39.4% in 2017 and 36.7% in 2018.
 - c. Labor Market Data – 15 colleges participate in the Central Regional/Motherlode Consortium; of which TC is a member. Colleges can submit LMI request to the Centers of Excellence, which produces reports.

By the year of 2024, California Community Colleges have been tasked to fill a skills and workforce gap slated to be at 1.5 million according to the Public Policy Institute of California. Business is growing in Kern County and in the South Central Valley (see data). Exhibit 35 (see the attached data, third tab) that shows the community college supply of graduates versus the number of jobs available indicates that there are more jobs available than there are graduates.

Chris Flachmann asked the industry what types of software programs do they use and if our programs should train students how to use Excel, Microsoft Office, and other types of software. Sherod Waite responded that students being trained on software is not as important as the student who can pick things up easily. He stated that someone who is disciplined enough to stay on task is very important, all agreed that experience is key! Moneywise Guys look for the right person whom they can train, so that the focus is on hiring for the fit and not necessarily for education.



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3. **Program Needs/ Vision:**

- i. Internships – Students can work two types of internships, an unpaid internship if they work under 60 hours or a paid internship for 75 hours or more. There was mention that Moneywise is interested in helping with work-based learning opportunities.

a. Taft College

- i. Work-based Learning (fieldtrips, and speakers) – How would you go about preparing students looking for a career after graduating? Kelly mentioned that at CSUB, they get a marketing person involved. This year they will probably have 3-4 interns this year because of the onboarding process and the constraints of COVID-19.

4. **Program Suggestions:** David asked if there was a resource to help connect students to jobs, and it was mentioned that Taft College has a program called College Central Network (CCN) that they are working to develop for employers to upload their open positions and connect with TC students who have uploaded their resumes so that it's a one-stop-shop platform.

5. **Others:** Jessica asked members to let her or Julie know of any other people who might be interested in becoming an advisory committee member since the committee is restarting and interested in growing.

When discussing growing businesses and helping students to start their own business, Kelly mentioned that he will get in touch with Jeremy Woods, who oversees the entrepreneurship program at CSUB.

6. **Next meeting:** To be determined

Respectfully submitted by Julie Rothgeb



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