

VENTURA COLLEGE

Minutes of the Business Advisory Council

Date: March 24, 2015

Wright Event Center

Present: Norbert Tan, Patricia Duffy, Bernie Luskin, David Keebler, Kay Falconer, Laurie Flack, David Fleisch, Mike Pettit, Barbara Quaid, Chris Merritt, Ray Bowman, Herach Safarian, Anne King, Mike Anderson, Lu Setnicka, Martha Groszewski, Celine Park, Lynn Mikelatos, Ken Drake, Kathleen Schrader, Debbie Newcomb, Alan Walker, Stephanie Branca

Minutes:

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
Welcome	Meeting was called to order at 12:08 p.m.			
Introductions				
	Alan Walker welcomed everyone and introduced David Keebler and Kathy Schrader. Dr. Schrader thanked the participants and commented on the purpose of the council and how the feedback of the council contributes to the decisions and directions of the Business program. Alan Walker introduced Celine Park, Stephanie Branca, Ken Drake, Mike Anderson, and Debbie Newcomb. Next, Bernie Luskin was introduced. He briefly explained his role at VCCCD. Lastly, the industry council members introduced themselves by stating their name, occupation, and general background.			
Announcements				
	Debbie Newcomb announced that the next communication with the council will be by email in			
Discussion Items				

<p>Business Program Update</p>	<p>The handout titled "Spring 2015 Business Department Updates" was distributed. Debbie Newcomb discussed several of the items in the handout: Title V – Velocidad Grant, new courses and programs, Bookkeeping Certificate of Achievement proposal, and Business Information Worker Pathway.</p> <p>Debbie Newcomb explained the proposed Bookkeeping Certificate of Achievement and asked the members of the council to each cast a vote on whether or not they support this new certificate. Ballots for voting were distributed by Ken Drake. There were 14 votes in favor and one opposed.</p> <p>David Fleisch requested that a listing with descriptions of all Certificates and Proficiency Awards offered be distributed so they can be included in their hiring process as an educational requirement for employment.</p>	<p>Prepare a listing of COAs, AS Degrees, and PA for members and send out.</p>		<p>Newcomb</p>
--------------------------------	---	--	--	----------------

Applied Science Center	<p>A roundtable discussion about the new Applied Science Center was initiated by David Keebler. He delivered a presentation that included an overview of funding, costs, and completion dates, mock-ups of the interior and exterior areas of the center. David Keebler also explained how the center will help Ventura College achieve its academic and fiscal goals, the benefits to students, and the possibility for furthering relationships with local high schools. A handout of the PowerPoint presentation was provided to the participants.</p> <p>Further discussion ensued on the following topics:</p> <ul style="list-style-type: none"> • Purpose of the new Applied Science Center • Utilization of the center by outside groups • Benefits of the center by the Business Program • Value of the center to business partners and community <p>Questions and comments from participants:</p> <ul style="list-style-type: none"> • Will certificates be granted to students who complete training at the Applied Science Center? – YES • How many hours for each certification? – Number of hours will vary, depending on the course of study. • Haas Automotive expressed concern for their workers ability to handle an online teaching environment. • Request for classes and certification on more advanced manufacturing techniques. 			
------------------------	---	--	--	--

Employer Needs	<p>The following comments were made by the participants regarding skills they need from their employees:</p> <ul style="list-style-type: none"> • Need for stronger work ethic - Celine Park commented on the VC Innovates initiative and the work it is doing in this area to better prepare high schools for the college programs. • Suggestion that strategic and critical thinking skills be part of the curriculum. Applied Science Center is focused largely on tactical skills. • Suggestion for the use of cross-course case studies. • Member expressed support for the bookkeeping certificate. • Member commented that Ventura College is responding to the changing employers needs and acknowledged the role that the employer must play in partnering with the college and supporting these initiatives. • Ray Bowman of the Small Business Development Center collects detailed data on the businesses they assist and they are willing to share this information with us. • Members validated the importance of the content of the ATEB N106 and ATEC N105 courses that will be offered at the Applied Science Center. • Member commented that the entire college needs to promote the workplace preparedness courses for students in all majors. • Member commented that some of the pathways may be too isolated and not produce an employee with a comprehensive set of skills. • Lack of free thinkers • Math skills • Spelling • Skills gap – particularly in manufacturing and engineering • Business English 			
Adjournment	The meeting was adjourned at 1:45. Tours of the Applied Science Center were given to those who were interested.			