

VENTURA COLLEGE

Minutes of the Business Advisory Committee

Date: April 8, 2016

Present: Darrell Gooden, Kay Wigton, Patricia Duffy, David Fleisch, Molla Rosenberg, Chris Merritt, Lesa Caputo, Paul Newman, Merle DiVita, Paul Sullivan, Carolyn Herrera, Susan Royer, Tim Harrison, Will Cowen, Stephanie Branca, Ken Drake, Mike Anderson, Alan Walker.

Minutes:

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
Welcome	Meeting was called to order at 12:09 p.m. Alan Walker circulated an attendance sheet and asked the attendees to sign in.			
Introductions				
	Alan Walker introduced the Business Program faculty and Ventura College administrators.			
Announcements				
	Alan Walker presented the purpose of the meeting and expressed the importance of partnership with the business community.			
Discussion Items				
Business Program Update	<p>Several handouts were distributed in a packet with the agenda. Stephanie Branca asked the group to complete the social media survey handout in anticipation of the roundtable discussion that would take place after the business program update.</p> <p>Stephanie Branca and Ken Drake discussed several of the items in the packet: distance education courses, student internships, career training programs with basic skills enhancements, business information worker certificate, supervision certificate/degree, agri-business program, and the social media marketing program.</p>			

	<p>An attendee suggested we consider offering an insurance program or an insurance class as part of the supervision certificate, noting that the ACA is increasing the need for this education/knowledge.</p> <p>The member from the County of Ventura requested a brochure listing our certificates to help market it to their employees who are reimbursed for continuing education.</p> <p>Next, Stephanie Branca and Will Cowen provided an update on the Applied Science Center Programs. Will Cowen presented the groups being targeted for the non-credit programs (e.g. high school students, lower-level employees) and emphasized that the program is self-paced and mostly free of cost.</p> <p>Members acknowledged that the ASC programs are a good fit for manufacturing businesses. It was suggested that we solicit curriculum feedback from appropriate labor unions to align it with testing requirements in a particular field. Electricians were used as an example.</p> <p>One member noted that construction courses are missing from the curriculum. Another member commented that high school students are a good fit for the ASC certificate, particularly the technology courses.</p> <p>Stephanie Branca and Will Cowen asked members to consider sending employees to the courses this summer and in the fall.</p>			
<p>Economic and Hiring Outlook</p>	<p>A round table discussion about the economic forecast for Ventura County and the hiring outlook for the members' businesses was initiated by Alan Walker. This discussion also incorporated feedback from the members about the marketing efforts of VC. Below is a summary of comments from the members about this topic:</p> <ul style="list-style-type: none"> • Darrell Gooden – high school students are a good fit for the ASC certificate, particularly technology piece • Kay Wigton (banking) – employment stable; our courses work well for their employees work schedules 			

	<ul style="list-style-type: none"> • Patricia Duffy (WIB) – internships/apprenticeships are important; new grad transition programs would be good • David Fleisch (County of Ventura) – seeing more retirements and hiring replacements; they employ a variety of people in a variety of careers – employability/soft skills are important; public works rebranded/marketed themselves a few years ago by hiring a consultant and it helped them immensely; how can our committee members bring awareness to our administration/board of directors about the issues particularly in the area of marketing? Tim Harrison requested they drop college president an email with their concerns about the marketing • Molla Rosenberg (Crown Plaza) – hospitality course, would we consider doing this? (Oxnard offers it) • Chris Merritt – support for the social media marketing certificate; he is happy to provide input on the curriculum • Lesa Caputo – VC needs marketing collateral, she would be willing to distribute/promote on our behalf if the marketing materials are created • Paul Newman – the 3 colleges need coordination and communication about where each program is located (district marketing) • Merle DeVita (financial management) – baby boomers retiring; millennials are misperceived and the certificate programs will help them to be more competitive in the workplace; certificate programs fill the niche needs; current marketing is targeted at students, but cautions about the channel used to distribute the marketing (Caps TV); lack of marketing to the correct audience and reaching the correct audience • Will Cowen – use the digital natives of the college (students/interns) to implement the marketing • Carolyn Herrera (Quest) – suggest targeting parents with the programs so they can direct their children (open house with parents?); the kids they place have no life skills; data entry is important/ meeting keystroke requirements; QuickBooks; AutoCAD; they have a challenge of new graduates with certificates expecting a higher salary, but entry level jobs are 			
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	paying minimum wage; marketing – have local manufacturing partners give their seal of approval for our programs			
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