

# Ventura College

## Business Advisory Meeting Minutes

May 14, 2021

Present: Shawn Atin, Blace Brink, Stephanie Branca, Nicole Falco, Nick Norris, Crystal Kallik, Mea Brink, Debbie Newcomb, Gerry Pantoja, Stephanie Caldwell, Rebecca Evans, Leonora Valvo, Akemi Shapiro

Recorder: Nicole Falco

Agenda Item	Summary of Discussion	Action (If required)	Assigned to:
<b>Welcome &amp; Introduction</b>	<p><b>S. Branca</b>  <b>Faculty and Industry Guests</b>                      Atin - HR County VTA fire/sheriff/DA/probation/accounting/union/labor hire/retain/fire, Valvo – marina multiple businesses, talent challenged set of businesses, Brink – VP manufacturer lighting control for motion picture industry, Caldwell – Chamber of Commerce VTA, Pantoja – VC Foundation, Evans – VTA workforce development board customer businesses and employment partner with education, Shapiro – Crown Plaza</p> <p>Purpose of meeting: Hear from county and what is that you need from students going through the VC Bus and Acct. program and what can we do to meet those needs?</p>		
<b>Information Items</b>	<p><b>Top Majors at VC (S. Branca)</b>                      Bus second and Bus management seventh                      Accounting next</p>		
	<p><b>Degrees and Certificates Dashboard (S. Branca)</b>                      Shared the Major pathways in Bus and Acct. – Associates, Transfer and Certificate pathways and proficiency awards.</p>		
	<p><b>New Accounting Faculty (C. Kallik)</b>                      Full-time Acct. Mea Brink                      Input for accounting to focus on students for work-based learning look for support from community industries, i.e. internship opportunities.</p>		

	<p><b>COVID-19: Past, present, and future impact on the Business Program</b>  <b>Transition the degrees to reflect the present demands: (C. Kallik)</b></p> <p>Class fill rate 74% and average enrollment/class 38.7, part of decline was more demand than supply (needed Acct. instructor) and the state initiative to allow EW due to COVID, saw full classes and demand for online classes, college effort to bring down class size due to online classes, most demand accounting, intro bus., computer application, bus. Law, management, communication, marketing.</p> <p>Focus on developing areas: digital media, social media marketing, entrepreneur, small business management, business management focus, giving more precise skills our community partners are telling us they need.</p>		
	<p><b>Social Media Marketing Program Update (N. Norris)</b></p> <p>Starting in the Fall made some changes which include advanced capstone in-person class, adding an advanced SMM course to better prepare to go into the workforce, placing students with local businesses after they earn certificate doing social media marketing.</p>		
	<p><b>Business Speakers Series (S. Branca)</b></p> <p>Staying in connection with students – events  Student business association pre-COVID but kept events/speakers during the pandemic semesters.</p>		
	<p><b>Internships and the VC Job Board (S. Branca)</b></p> <p>How to get into touch with our students. Faculty and Career Center on website.  Invite guests to speak at our series to get interaction</p>		
<b>Roundtable Discussion</b>	<p><b>The impact of COVID-19 on the workplace/workforce</b>  Top positive impacts &amp; Top negative impacts</p> <p>Blace: Been busy, industry came back and inundated, hard to get a hold of people to hire, talent pool, hiring phase, challenge finding even entry level people to train, difficult to connect with, all hiring resources are dwindling in their effectiveness, looking to hire 10 people, applications and resumes are on the downside.</p>	Brink- Job Board	Branca to the Career Center

	<p>Caldwell: Positive ability to offer more flexible virtual workforce and that is also a negative, top talent getting poached SMM to silicone valley but can still live in VTA thus lose talent locally, need to look at intentions post-opening if offer remote or in person, mixed bag, opportunities and double-edged sword.</p> <p>Atin: Positive flexibility, had 2/3 that could work from home and did, may have a hybrid structure moving forward, struggle to attract new recruits, public sector as a career opportunity, attract into the county, negative try to ramp up internship program and learned from these students with their speed, internship program suffered, useful in the curriculum gain conceptual accounting/management do they know how to do a presentation and the computer applications, applications are really important, would love media talent of the newly trained, hope can ramp up internships and get people with hard skills</p>		
	<p><b>What businesses need from Ventura College</b></p> <p>Talent, staffing, feed areas, how to get in touch with students for employment, how to access resources and found it tricky to do on own (Valvo)</p> <p>Pull out of the student center a place for employers to go (Brink)</p> <p>Why would you go to Student Services? Never occur to employers to go there to look for student employees (Valvo &amp; Brink)</p> <p>Brink: social media a part of other business courses or only in SMM program? Part of the program and not required to take it, optional for student to enroll, however anyone can take the class (Branca/Norris responded). About half the class working and want to take this one class and spruce up skills or transfer to workforce. Brink – we are clueless on how to do social media marketing, really relevant, Norris bootcamp 4 weeks learn the basics for the community, and Mea accounting, Newcomb -will be offered online for businesses and employees.</p> <p>Valvo: how to partner with students out of colleges, need a skill, has an employment crisis need employees with skill, trouble with programs and job boards. Big topic of Social Media marketing, future is skills training not 2 or 4 year education.</p>	<p>Brink- bootcamp SMM for employees</p> <p>Valvo- How to navigate the job board</p>	<p>Norris</p> <p>Branca and the Career Center</p>

	<p>Shapiro: hospitality industry, work their way up from entry jobs, with only HS diploma, a lot of GM's don't have college degrees, depend where you are and what your skill is, move up the ladder in hospitality, non-degree would benefit from a certificate program and bootcamp, focused skill certificates, her industry is booming, sold out, corporate travelers now coming in for training etc., looking to hire</p>		
	<p style="text-align: center;"><b>Employment and economic future of Ventura County</b></p> <p>Consensus: hiring and need talent pool.</p>		
<p><b>Adjourn – 10:05 AM</b></p>			