

Ventura College
 Business Advisory Meeting Minutes
 April 28, 2023

Present:

Recorder:

Agenda Item	Summary of Discussion	Action (If required)	Assigned to:
Welcome & Introduction	Faculty and Industry Guests Debbie Newcomb, Dean of Career Ed Crystal Kallik, Business Dept. Chair Stephanie Branca, Business Faculty Mea Brink, Business Faculty, Accounting Valarie Stewart, Business Faculty Nicole Falco, Business Faculty Nick Norris, Business Faculty, Social Media Marketing Anne King, Ventura College Foundation Jason Williams, City of Ventura Accounting Manager Erika Perez, Ventura County Public Health Gerry Pantoja, Foundation Matt Escobedo, County of Ventura Recruitment Blace Brink, High Tech Film Industry Emily Veldkamp, HR Manager Ventura County		
Information Items			
	Welcome and Introductions <ul style="list-style-type: none"> • Review of our programs at VC • Certificate of Achievement vs. Associate Degree 		S. Branca
	Purpose of Advisory Meetings <ul style="list-style-type: none"> • Importance 		S. Branca

	<ul style="list-style-type: none"> • Balance the time for each course that is needed to complete • Counselor support throughout the program • Continue to update the advisory committee as we go • First year earn certificate • Second year earn degree <p>Bookkeeping Program</p> <ul style="list-style-type: none"> • New Name: Accounting Technical Program • Principles of Financial Accounting now required <p>Accounting Program</p> <ul style="list-style-type: none"> • To align with business needs today • Term bookkeeping outdated • Give skills needed to enter field as a stepping stone • In addition to introduction to accounting principles they need to take financial management course • Many students get the transfer degree so they can transfer and they take more accounting courses to prepare themselves • All transfer students take the three basic accounting courses • Introduction to finance course added to options on certificate • Rename course to QuickBooks instead of computerized accounting since covers QuickBooks • 2024 The CPA exam is changing and adding a lot of components and we are brining these components into the program • Data analytics • Ethics course into the accounting program, students need credits in ethics program to take the CPA exam and this allows our students to have this critical component <p>New Components</p> <ul style="list-style-type: none"> • Introduction to Finance • Managerial Accounting • Accounting Information systems 		<p>M. Brink</p> <p>M. Brink</p> <p>M. Brink C. Kallik S. Branca</p>
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	<ul style="list-style-type: none"> • Business Ethics and Governance 		
Roundtable Discussion	<p>Employable situation: recruitment, retention</p> <ul style="list-style-type: none"> • What is your business's employee recruitment situation? • What is your business's employee retention situation? • The County of Ventura: tightest labor market that have been in some time, vacancies and turnover the highest he has ever seen, trying to be creative how obtain and retain talent, excited to hear about the changes we have at VC, highly committed to professional development, increase in base pay as get and earn education over base pay, promote these programs to existing employees and the recruitment of students, administrative intern program, identify students, temporary capacity, roles related to business, MA, HR, office technician and more, goal to hire after the internship, goal to encourage their education and remain at the county to work full time and promote within, extend the offer to visit our classrooms to discuss internships and the county path at VC (Matt) , virtual event or in person connection • City of Ventura: accounting roles and positions available, going to a new ERP and have more vacancies available and data analytics is needed from VC students, and need digital skills, various tools, Teams, Zoom, collaboration tools, ability to work remotely, understand what it is like to work in a remote world, verses only manually, what did manually now do digitally, work retention an issue, NeoGov system reports a 50% increase in openings but a 50% decrease in those applying, huge deficit of talent, more specific to governmental agency accounting is very different than general and there is also a difference with non-profit (Jason), need for governmental accounting and non-profit elective course, audit non-profits and working in the government space • Put government accounting into the internship • Course half gov and half nonprofit • Let the students know that there is other areas if at the least so they can explore the option to enter that specialty 	S. Branca	

	<ul style="list-style-type: none"> Blace: has seen when support the education the retention rate pays off, the key to alignment, growing of remote employees so where live is not important 		
	<p>What businesses need from Ventura College</p> <ul style="list-style-type: none"> Emily – dire need for accountants and entry level, Handshake okay but want a human contact with the college rather than the Handshake and have problems with the system and need a person to handle How to connect with the college Career Center – sending link and in the Chat box Challenge with the application process to the County Encourage students to apply to long standing openings because the same post hires for many and a length Support how the government application process works Would like to connect with Raquel and how to connect with the students Expose our students to the opportunities in the county National Public Works Day coming up and the students are invited to get info on a job in government 	<p>M. Brink V. Stewart</p>	
	<p>Feedback and Support on Accounting curriculum</p> <ul style="list-style-type: none"> Matt Escobedo strong support for accounting updates and especially the change to the bookkeeping name, strong need for accounting technician and the degree change will bridge these students to apply at lower level and move up in the county. Anne King financial non-profit business, runs a small business, support small business entrepreneurship component, finance people, decision making on money, much more than APs, this will make students ready to enter, finance piece so important, non-profits fail to rely on a CPA on the finance piece and left to make decisions and not prepared, they don't know what they don't know, particularly support the finance piece 		

- Jason Williams really likes the changes, most fond of the new name and change to the bookkeeping program, accounting technician more appropriate, many city vacancies in this area, entry level accounting skills needed, payroll, desire for AS degree with coursework in accounting, support all that Anne said, same concerns and support, accounting information systems included is a great plan, there is a need for this in the government space, many agencies are going through this and need applicants, Excel is still important event though a lot is becoming automated, still Excel exports and analysis, transitioning into the workforce important to get experience using actual software, need training in software such as QuickBooks, having knowledge and skills in software are transferrable in whatever program going to encounter in the workforce
- A lot of support for Data Analytics course, huge need

Internships: Connect with the County and the City,

- County - Matt: paid, pilot program, would like to connect with VC and how to market to our students, not connected with Career Center
- Connection with a person rather than Handshake
- Student knowledge on how to apply to government positions
- Handshake data base and Raquel connection

Feedback and Support on Social Media Marketing and Marketing curriculum

- Ideas on a rename to Digital Marketing
- Students employed in small businesses
- Meeting needs of the small businesses
- Have jobs taking on more skills
- Blace Brink a lot of needs for social media and looking to hire those in touch and also look to hire entrepreneur to bring in for a project, want to be on platforms and be active, management are trying to look for employees that have active knowledge in that world and how do we move there
- Students find themselves in position where a business looking for them to create the media and strategy and to implement the marketing into the media
- Equip the students to deploy tactics

	<ul style="list-style-type: none"> • Equip the students to create the overall strategy along with the tactics and should be a component in the program • Advisory committee said they could not agree more, they are expecting the new hire students can more develop the social media space and component • Teach the students the skills to manage this huge responsibility • Tends to be focused on demonstrating skills • Accountable for skills in the workforce and offer an elective course to implement <p>Vote on Curriculum updates and changes after the discussion: unanimous vote in support of yes changes and updates to curriculum</p> <p>Need for scholarships</p>		
Adjourn –	10:07 AM		