



Business Studies Advisory Board Meeting Minutes

October 19, 2021 | 4:00 – 5:15 p.m. | Zoom

Meeting Minutes

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

Business Studies Advisory Board

Attending Members:

Anne Kennedy, LPC
Rajeev Chopra, LPC
Tracey Coleman, LPC
Theresa De La Vega, City of Livermore
Nadine Horner, LLNL
April Ingram, Uncle Credit Union
Steve Lanza, LPC
Mary Lauffer, LPC
Drew Patterson, LPC
Vicki Shipman, LPC

1. Welcome/Call to Order

2. Approval of Minutes from September 17, 2020

- Drew motioned to approve; Mary seconded; motion passed

3. Faculty Report and Updates

- **Enrollment/ Program Statistics – Rajeev Chopra**
 - Enrollment is down by 16% across the country
- **Curriculum Updates – Rajeev Chopra & Drew Patterson**
 - Removed BUSN 53 (business correspondence) because it conflicted with BUSN 52 (business communications) there were similar elements of both, so we kept BUSN 52 because it is more popular among students and because it is accepted by CSUs
 - Removing Business Administration AS degree, keeping the Business Administration AA degree
 - Marketing degree was cleaned up so students could complete it without having to transfer
 - Marketing certificate – NEW! “mini degree”, basic information about marketing
 - New courses have not yet been added to Program Mapper because they will not be available until the 2022/2023 year
- **Student Learning Outcomes (SLO) – Rajeev Chopra**
 - We reviewed SLOs and realigned them; they will be ready by Fall 2022
- **Program Review – Rajeev Chopra**
 - 144 students transferred to CSUs/UCs
 - 80% success rate for the 2020-2021 year
 - 14.52% increase in enrollments for BUSN
 - Most popular demo group is 19 years old or younger students; however, we did see an increase in 30–39-year-old students, and 40–49-year-old students as well
 - 65% students in BUSN want to transfer
- **Diversity and Inclusiveness in curriculum – Tracey Coleman**
 - Think about how are we being inclusive with our students?
 - Recommendation: How do we do this at the start of the semester? Chancellor hiring someone in Spring to help us with this process.
- **Accounting Apprenticeship Program: Robert Half – Vicki Shipman**
 - Starting Fall of 2022



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- **Employer Database/Outreach – Drew Patterson**
 - Please let us know if you have any opportunities for us to share with our students
 - Goal: Improve our enrollment
 - Goal: Seek out contacts of value to us
 - Nadine Horner mentioned that smaller businesses that are part of downtown associations might be of value
- **Work Experience - Mary Lauffer**
 - Completed our 3-Year SLO Plan
 - I found that outreach has increased student retention and success in my WRKX classes.
 - I trained 3 new part time faculty to teach work experience classes to meet the demand
 - Internship opportunities – Anne and I have tried to find openings for our students

4. Discussion/ Recommendations from the Advisory Board

- How do we get more industry support for Supervisory Management Certificate?
 - Employer provided stipends, marketing to their employees, teach courses at different locations

5. Industry Updates -

- **Innovation Tri-Valley 2040 Plan Update - Steve Lanza**
 - 28 key strategies that we wanted to focus on that we put into five main themes.
 - Pilot Community College – Private Sector Talent Pipeline
 - Employers can partner with LPC to create learning modules, credentialing programs, and apprenticeships that link to full-time employment.

- **Training and Hiring Needs**

- **Post COVID-19 Workplace Adjustments**

- Steve shared that the RTO date is closer to January 2022
- April shared that hybrid models of the workforce are becoming popular, and staffing is a challenge
- Nadine shared that all employees must be vaccinated by December or else their employment will be severed.

6. Other Items

- Recommend having two Advisory Board meetings: one a semester
- Recommend recruiting more external advisory board members

7. Adjournment

- Meeting adjourned 5:45 p.m.

8. Next Meeting Date: TBD – Spring 2022