



Business Studies Advisory Board Meeting Minutes

October 18, 2022 | 3:30 – 5:00pm | Zoom

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

Members present:

Erick Bell
Rajeev Chopra
Tracey Coleman
Theresa De La Vega
David Hopman
Nadine Horner
April Ingram
Steve Lanza
Mary Lauffer
Gary Leach
Stuart McElderry
Drew Patterson
Rachel Peters
Muhammad Tariq (Student)

Agenda Items

1. Welcome/Call to Order

- Introductions

2. Approval of Minutes from October 19, 2021

Motion to approve Mary Lauffer, 2nd Tracey Coleman. Approved unanimously.

3. Faculty Report and Updates

- College updates and initiatives Stuart
Low enrollment 20% below pre-pandemic numbers- challenging times. Business program has not felt these effects as much as other programs.
College initiative to retool Student Services- becoming more user friendly, removing barriers to enrollment.
Looking at schedule for next year, will have to pare back classes but grow program in new areas.
Learning Aligned Enrollment Program (LAEP)- funding from student aid commission. Priority for underrepresented students. Figuring out how to launch program in Fall 2023.
- Enrollment/ Program Statistics
Rajeev shared the headcount analysis and course level success rate, demographic statistics.
Theresa asked if we have determined the reasons for drop in enrollment. Rajeev described surveys and efforts to understand the cause. Stuart explained that we really don't know. Seems to be many factors.
Theresa described that there is a shortage of qualified applicants for various types of jobs across industries.
- Curriculum Updates Rajeev & Erick
5 accounting courses updated, 13 courses are currently being updated and active Fall 2024.
As of fall, 100% of our courses will have been completely updated within 5 years
Erick shared that the business department examined prerequisites and strongly recommended course to make sure they are inclusive and accessible. Who should be able to teach courses? What type of experience to we expect from individuals who are able to teach. Across all curriculum – looking at what are we doing from equity perspective, making classes accessible and inclusive. Giving faculty sound examples of how they can make course equitable.
- Diversity and Inclusiveness in curriculum Erick

April asked if enrollment is down for the African American student population. Rajeev said he could find that data and send out to group. Tracey addressed the development of the Black Cultural Resource Center and that we are seeing a lot more African American students on campus. Anticipates an increase for coming year.

- **Business Symposium Update**
Drew described the recent event and that it was very successful. 138 students in attendance. The goal is to get the students to declare their degree. Counselor came in to help with degree declaration forms.
- **Robert Half partnership**
Rajeev updated on preliminary discussions about the Accounting Apprenticeship. Curriculum requirements are different. So, there are things to work out during internally. Gary wants to make sure that he is doing whatever is necessary to further the program.
- **Work Experience**
Mary shared about the work experience courses and thanked all the advisory members for their support of this program and the students working at their workplaces.
- **Successful Internship Partnerships**
Anne recognized the members whose organizations offer internships (LLNL, City of Livermore, UNCLE, Sandia)

4. Discussion/ Recommendations from the Advisory Board

5. Industry Updates

- Nadine shared that LLNL celebrated 70 years. Looking to hire many people. LLNL is holding a career fair in November will send information.
- Steve said his former company (Lam Research) is still not back to what it was. Business (semi-conductor industry) has grown 50% in two years. Steve sees a shortage of bookkeepers. Jobs going unfilled. Maybe an opportunity.
- Gary agrees that there is definitely a shortage of accounting professionals and cybersecurity professionals. Start showing students early on peak interest/ work related experience. Relate school to relate after school. Change in economy is creating need for personal financial planning.
- April – UNCLE is dealing with staffing shortage. Many people who have left the workforce. There is a population out there who are able but not willing to work. Not seeing qualified applicants. Will hire attitude over skill set any day; can teach skills. Working effectively in groups is important. Thankful for partnership with LPC. Bringing on a Marketing intern this fall and another in the spring.

- Rachel - Workday also seeing less qualified applicants. Agree that candidates must have initiative to learn and good attitude. Would like to explore how we can further partner.
- David – Sandia has many hiring needs. Project management is a focus. Hybrid work environment. Local connection is important because they want long term employees who will stick around. Soft skills such as Team work, problem solving, critical thinking. Unique need is for skills in Earned value management systems – measuring schedule progress, P6 tool (if applicant has P6 on resume, they are golden)
- Muhammad – inflation young people have to choose between working to help support the family and going to school.
- Theresa suggests working closely with employers to get support for sending employers here for training/ certificates.

6. Other Items

Rajeev proposed a career focused Business Symposium or recruiting event for Business students. Anne proposes organizing an employer panel where employers can speak to business students followed by tabling for employers to talk to students directly and opportunity to recruit.

Do members want to meet in the spring? More informal meeting- no agenda, a mixer. Anne to send Doodle Poll.

7. Adjournment

8. Next Meeting Date: Fall 2023 (Date TBD)