

Chaffey College
Advisory Board Meeting Minutes
Accounting and Business
May 13, 2016, 8:30-10:30 a.m.

Members Present: Joy Haerens, Dean, School of Business and Applied Technology; Thierry Brusselle, Abel Chen, David Karp, Carol Dickerson, Professors; Mike Acheson, Market Manager, Wal-Mart Corp., Patricia Hartley, small business owner, accountant, author; Mona Farid-Nejad, Evaluation & Development Consultant and Ph.D. candidate at Claremont Graduate University, Patrick Cabildo, CPA; Kimberly Wingson, CTE Counselor; Rosa Kuybus, Chaffey student; Jeannette Morales, Chaffey student.

1. Introductions
2. Business Department
 - a. Kim & David explained CTE Programs
 - b. International Business Degree and Certificate
 - i. Profs Karp and Brusselle will meet with Prof. Robert Spich, UCLA Center of International Business and Education Director, this summer to discuss the creation of the IB program.
 - ii. Because the IB program ties into the Logistics program in the Inland Empire (per Institutional Research data), the committee recommends that these two programs be linked
 - iii. Logistics Pathways for transfer are currently being developed between Chaffey College Business and Cal State San Bernardino (CSUSB).
 - iv. Plan to discuss IB transfer pathway to CSUSB thereafter
 - v. OIR data indicate that career tracks for IB include Upper Management and the Logistics industry.
 - vi. The committee indicated that the timing is outstanding, core classes are appropriate, the Inland Empire is the perfect location.
 - vii. The committee recommended considering making Introduction to Logistics a core class for the IB program
 - viii. The committee indicated that having a transfer pathway and a CTE pathway was an appropriate for the IB program.
 - ix. The committee stated that there were jobs available for graduates pursuing the IB degree or certificate program.
 - x. Voting: committee unanimously approved moving forward with the IB degree and certificate programs

c. Real Estate

- i. Faculty explained that the Real Estate (RE) program would be offered again in the beginning of Fall 2016
- ii. The committee reviewed economic data for the Inland Empire, focusing on the real estate industry
- iii. The committee discussed the pathways to employment from this program.
 1. Real Estate Sales Person
 2. Brokers
- iv. The committee agreed that the program provided opportunities for students to obtain employment by pursuing either of these two pathways.
- v. The committee recommended a strong online presence for this program. In particular, those courses that qualify students to be real estate salespersons.
- vi. Voting:
 1. The committee unanimously voted to support the reintroduction of the Real Estate program.

- d. The committee unanimously voted in support of offering online courses that qualify students to be real estate salespersons

3. Facilities Management

- a. The committee discussed the great opportunity for students graduating with degrees and certificates in facilities management. A high percentage of current facilities managers will retire in the near future
- b. Chaffey is working with the deputy sector navigators and the International Facilities Management Association (IFMA)
- c. The department plans to meet with an advisory committee in the fall to discuss the contents of the facilities management program. Potential results may be an associate's degree, certificate, or bachelor's degree
- d. Voting: The committee unanimously voted to pursue this potential opportunity

4. Retail Management

- a. The committee discussed Chaffey's change to the curriculum suggested by the Western Association of Food Chains (WAFC)
- b. The committee stated that there was a high demand in the IE for employees who receive this education. Some employers require it for promotions, others pay bonuses or give raises upon completion. Many employers pay their employees' tuition to pursue this education
- c. One industry representative stated that due to the erratic nature of industry employees' schedules, online and/or hybrid presence is strongly recommended. This is what

Cerritos College offers. Cerritos is one of the premiere programs offering the WAFC curriculum. Cerritos offers as many sections as necessary to fulfill the demands for these courses.

- d. Voting: The committee unanimously voted to pursue online and hybrid offerings in the Retail Management program.
5. Accounting
- a. The committee discussed the urgent need for a second full-time accounting instructor
 - b. The committee identified a major constraint wherein Chaffey College is at a strategic disadvantage. Since hiring for a full-time accounting instructor occurs during the busy season for accountants, this reduces the size of the pool. Practicing accountants cannot take the time to apply, prepare materials, or interview if they are involved in auditing or tax preparation. In the event that Chaffey is unable to hire a second full-time faculty member, the committee unanimously recommends recruiting for a new accounting instructor during the fall.
 - c. The committee identified areas of weakness in new accounting recruits. These include lack of communications skills, poor work ethic, inability to use software, including the MS Office suite (especially Excel) and accounting software, poor presentation skills, the ability to work in teams, customer service skills, commitment levels to succeed in the workplace, and the ability to perform research and to communicate the results.
 - d. The committee also reviewed job opportunities for accountants. All agreed that the market is strong and is expected to stay strong.
6. General
- a. The department needs to extend and expand on its relationships with the four year schools.
 - b. Student members discussed how they and other students overcome many obstacles in the pursuit of their educations. They commended the Accounting and Business faculty for helping them achieve their goals.
 - c. Student members recommended more online and evening classes for students who work full-time.