

<p style="text-align: center;">Business Administration Advisory Committee 2015/2016</p>
--

Community Advisory Committee Members:

1. Rodney Collins, DDS
Orange Tree Dental
1200 Brookside Ave, Redlands, CA

2. Todd Alexander, CPA
2435 Ventura Blvd. Ste. A
Camarillo, CA

3. Mr. Robert Austin
Vice-President, Crawford Investment Company
1770 N. Arrowhead Avenue
San Bernardino, CA

4. Mr. Michael Galindo
District Manager
Firestone Bridgestone Corp.
1033 Washington Street
Redlands, CA

5. Mr. John Magness
Senior Vice President
Hillwood Investment Properties
268 West Hospitality Lane, Suite 105
San Bernardino, CA

6. Mr. Eric Newman
Marketing Department
CSUSB
5500 University Parkway
San Bernardino, CA

7. Dr. Bob Fabrize
International Business & Marketing Department
Cal Poly Pomona
3801 West Temple Avenue
Pomona, CA

San Bernardino Valley College Representatives:

1. Dr. Vernon Stauble – Adjunct
2. Mr. Bruce Underwood - Adjunct
2. Michael Assumma – Department Chair

Meeting date: June 19, 2015 – 4:00 pm – 5:30 pm

Discussions/conversations regarding advanced topics:

- ✓ Current employee/employer challenges (getting and maintaining an educated workforce);
- ✓ Importance of community involvement in providing Internship(s) opportunities (Might consider offering BUSAD 198 Work Experience again – important way to stay in contact with employers);
- ✓ New transformation of thought in “applied theory” – value in certificate(s).
- ✓ Career planning activities; interview skills; designing the resume (Enhance BUSAD 139 course offering – possible community workshops);
- ✓ Importance of small business/entrepreneurship training (EIOSB and generation of Certificate – possible non-credit offering);
- ✓ Economic developments, job growth and employment issues in the Inland Empire impacting Valley College student enrollments;
- ✓ The importance of “social media” and is it really a necessity in business today (Enhance Marketing Curriculum to include subject matter);
- ✓ Soft skills needed to help students succeed in the workplace (Importance of Business Communication - BUSAD 127 course);
- ✓ Importance of generating Leadership Certificate (especially for Retail Segment);
- ✓ Need for an Entrepreneurship Certificate (many challenged population in the Inland Empire).