

# REDWOODS COMMUNITY COLLEGE DISTRICT

**Meeting of the  
Business Advisory Committee  
Eureka: 915 J Street, Eureka, CA (Eureka High School)  
Thursday, October 25, 2012  
7 – 8pm**

## Minutes

The meeting was called to order at 7:03pm.

Faculty introduced themselves (Chris Gaines and Michael Dennis) and welcomed the new advisors to the committee. Emphasis was given to welcoming constructive feedback and collectively developing curricula that would increase the development of real-world skill sets for our students.

Advisory members introduced themselves and committed to at least one annual meeting (maximum of two). Monday afternoon starting at 4pm was determined to be the best time. A central location, such as SBDC or Eureka High School, was determined to be the best location for the group.

## Discussion Items

Diana Howard stressed the need for a Personal Finance career pathway. ROP and entrepreneurial collaboration were also discussed as areas of improvement with local high schools. *Action: These items will be added to a future agenda.*

Marketing of our BUS offerings, and CR in general, was deemed inadequate. It was suggested that CR increase its marketing efforts and acumen to communicate more effectively to our community the value of CR. *Action: These concerns were communicated to Dean Cummings and initiatives have been developed to address this issue.*

Integration of real-world skill sets into our curricula was discussed at great length. The need for good community data to support the direct workplace needs in our community was discussed. Internships, improvement of soft skills in our students, the importance of embracing change (“unlearning”), and the correct mix of transfer vs. direct to workplace education in our programs were discussed. *Action: Mike and Chris will forward a link to CR’s Institutional Research site for committee review. The 2012-2013 BUS program review will be forwarded to the committee for review prior to the next meeting. The core of the next meeting will focus on the current vs desired future state of our BUS program.*

The next meeting will be held in Fall of 2013. The agenda and specific day/time will be determined in September 2013.

The meeting was adjourned at 8:15pm.