

Present: Michael Kraft, Bill Prescott (absent: Nancy Vizenor)

CR: Michael Dennis and Chris Gaines

Jim Penny, Greenway Partners, accepted advisory committee position for next round. We discussed adding Alanna Powell from Humboldt Made as well. CG to invite Alanna. Need: accounting / bookkeeping rep (per Michael and Chris G)

Agenda

- Review curriculum updates - are we hitting the mark?
- Discuss the importance of an entrepreneurship program at CR - where do we go from here?
- Evaluate program learning outcomes - are we targeting the right areas?
- General discussion of the job market - how can our program improve offerings to better meet the needs of our community?

Committee feedback

Excel is a MUST. It is the single most important technology skill in hiring. Beyond general skills, students should be able to manipulate financial statements, sales sheets, and tie information together through pivot tables and other analysis tools. In order of Office suite importance (out of 100%) - Excel =50%, Powerpoint and Word = 20% each, Access = 10%. For Word specifically, the student should be able to create a professional report with no errors.

Bill P - Photoshop or similar + Google Social Media Certification would strengthen job opportunities for marketing students seeking employment. "I would definitely hire someone with the Google Certification"

NOTE - Deborah C (Sequoia Personnel / WIB) will have a workforce survey released in January 2019. Business communication skills are a KEY need in the report per Michael (her partner in the report). Ability to write reports, email...plus verbal communication.

BUS 52 - per above, Michael Kraft views it as extremely important (Bill agrees). In addition to above, should include project management (Slack, Trello are great) + Google Apps, texting. Bill P mentioned that Sun Valley is moving to Google Apps (dropping Office) and Michael said that Papa & Barkley is doing the same.

Michael and Bill - CR should own Cannabis education. Michael proposed a Cannabis Business Certificate.

BUS 35 update - Supported the update. Google Social Media Certification would "put a resume to the top of the pile".

BUS 68 update - Supported the update. "Skills are more important than specific tools" and should emphasize budgets in the project management side of things.

Entrepreneurship certificate - Is it important? YES! Should include ideation, planning. It is needed to improve success rates of our local businesses, including cannabis. Would it add to resume for intrapreneurship? Yes. It's an "add" to the resume. Michael Kraft - "our area is economically driven by entrepreneurs and founders." Bill P - "Side hustling is increasingly important to everyone...it's the trend."

For BUS 52 vs BUS 68 vs BUS 4 - "Pick 2 of 3" to keep unit cap on target.

Naming the certificate - Not Entrepreneurship...something like "Starting and Managing a Business"

Management and Supervision certificate - Good! Should be one semester only and target businesses directly with offering. Could this be an intensive vs 16 week?

PLO review - First two are good. The third PLO should be revised to include real-world or hands-on experience.

Need more in all of our programs - real-world challenges and work, cultural awareness and diversity training