

**SAN DIEGO MESA COLLEGE  
BUSINESS ADVISORY COMMITTEE MEETING  
MAY 4, 2018 2:00 P.M.**

**PRESENT**

Tina Ngo Bartel, Anthony Ellis, Howard Eskew, Jim Fitzsimmons, Cathy Gilhooly, James Hayes, Troy Ortiz, Mariette Rattner, Monica Romero, Jeremy Sanders, Tom Schutz, Alex Szeto, Rae Russell

**ABSENT**

Ty Aloe, Eric Atilano, Amanda Horner, Chase Peckham, Lisa Shapiro

**CALL TO ORDER**

The meeting was called to order at 2:05 p.m. Howard Eskew welcomed and thanked everyone for coming. Committee members introduced themselves.

**AGENDA ITEMS**

**REPORTING ITEMS**

*Approval of Agenda and Minutes of the Last Meeting* – H. Eskew asked board members for comments and corrections to the minutes of last meeting as well as any changes to proposed agenda. There were no discussion items or corrections made. Motion to approve minutes and agenda – H. Eskew; Moved – T. Schultz; Seconded – T. Ngo Bartel; unanimously approved.

*Business Department Update* – H. Eskew shared that the new Business & Technical School building is proceeding as planned and that the planned occupancy date of Spring 2019 is still on target.

The Business department has been approved for three new full time faculty members and the search has begun to fill these positions.

Mesa College has joined the Clairemont Chamber of Commerce and H. Eskew has been attending the meeting and mixers. The next mixer is scheduled for later this Spring and Mesa College will be hosting this event in the Mesa Commons building. Everyone is invited and Mesa Business faculty are encouraged to attend to cultivate new relationships for our programs.

*Centers of Excellence (COE)* - T. Ngo Bartel shared that the COE is a grant funded technical assistance provider that supports community colleges in the entire San Diego and Imperial Valley region. Its focuses is to study the region economies, provide customized data on high growth, emerging, and economically critical industries and related need of workforce. T. Ngo Bartel also discussed The \$1.5 million San Diego Innovation Grant. Information on COE can be found at [www.coecc.net](http://www.coecc.net)

T. Ngo Bartel also shared information about California Community Colleges LaunchBoard which is a statewide data system which provides data to community colleges on progress, employment, and earning outcomes for both CTE and non-CTE pathways. The goal is to provide information that will facilitate local, regional, and statewide conversations about how to foster

economic growth and mobility. Information on LaunchBoard may be found at [www.calpassplus.org](http://www.calpassplus.org)

## OLD BUSINESS

*Update – Proposed Entrepreneurial Program Certificate of Achievement / Associates of Arts Degree* – H. Eskew reported on these programs' status. An overview of the structure and content for the program was provided. The intent is to create and propose the approval for a Certificate of Achievement in Entrepreneurship and an Associate of Arts Degree. Both programs are in the final approval stage. It is anticipated that both the certificate program and the Associate of Arts Degree will be launched Fall 2019.

*Update – Retail Management Certificate* – H. Eskew reported that the Retail Management Certificate program, in collaboration with Western Association of Food Chains (WAFC) has been approved and is now being offered. The program primarily supports the San Diego and Imperial Valley member food chain stores who are members of WAFC. Employees of the stores apply for scholarships and if awarded complete the program at Mesa. After completion, student are advanced to a management role within the organization. Currently we have students from Smart & Final, Ralph's, Costco, Vons, and Albertson's.

*Update – Proposed New Business Courses* – M. Rattner reported that this course has been written and is currently in the curriculum approval process.

*Financial Literacy Program* – H. Eskew reported that the Financial Literacy Speaker Series continues and has met with great success. The program was developed with the assistance and guidance Advisory Board members: C. Peckham from the San Diego Financial Literacy Counsel and C. Gilhooley from California Coast Credit Union. Advisory Board member R. Russell also speaks at these events. A total of five workshops are scheduled each semester. In addition to the having the speaker, lunch is provided for attendees. This is a terrific opportunity for our special populations and students who are experiencing food insecurities to be provided with a hot, nutritious meal. H. Eskew stated that we have received strong community support in terms of time, money, and food donations.

H. Eskew reported that in addition to the Financial Literacy Speaker Series, this semester students, faculty, and staff were invited to participate in the campus's first Opportunity Clinic. The clinic offers participant the chance to meet one on one with financial professional free of charge to discuss topics around personal finance. The event met with great success and another clinic is being planned for the next school year.

Mesa offers various programs and workshops as well a formal course on Personal Financial Management. Currently, workshops are being offered to all students as well as specific populations including our former foster youth and veteran students.

## NEW BUSINESS

*New Course / Program Proposals* - H. Eskew shared that as an offshoot of the Retail Management Certificate, some retailers asked about potentially having a Human Resource Assistant certificate. H. Eskew stated that he has also had some preliminary conversations with other companies about the potential interest and demand for this type of certificate and was met with fairly strong interest.

Discussion ensued by the Board member with the direction to conduct further research and if demand exists to move forward with the development of the curriculum for a certificate – Motion to move forward with the Human Resource Assistant Certificate - H. Eskew: Moved – C. Gilhooley; Seconded – M. Rattner; unanimously approved.

Additionally, many members of the Board stated that all Business faculty continue to attend trainings, workshops and other professional development opportunities.

*Attendance at Industry Conferences* - H. Eskew shared he presented at the National Business Educators Association conference in March. Topic: The Effect of Financial Literacy on Student Learning and Effectiveness.

H. Eskew along with Board member C. Peckman and F. Arevalo of San Diego Financial Literacy were keynote speakers at the National Financial Educators Council Spring conference.

#### OTHER BUSINESS - ROUNDTABLE

M. Romero was introduced as the Associate Dean of Career, Technical Education for Mesa College. M. Romero shared that the college will be hiring a Work Based Learning (WBL) Coordinator in start July 2018. WBL is a continuum of experiential learning strategies and activities designed to bridge students’ educational learning with real-work experiences.

R. Russell stated that she has used two Mesa College students through its Work Experience program. She stated that the quality of the interns for excellent. One student worked on web design and the other with social media.

A. Ellis shared that the University of Phoenix would be holding a career fair on June 19, 2018 and that all are welcome to attend.

J. Hayes shared that the National Association for Community College Entrepreneurship is having a conference in the Bay area in September and would be an excellent conference for faculty to consider attending.

T. Schutz stated that entrepreneurship is on the rise in higher education because many students are not able to find a “traditional” job as the market itself is becoming more and more entrepreneurial through the use of contracts and temporary employees. The job market is changing and we need to prepare students how to cope in the new marketplace.

J. Sanders stated that Start Up San Diego will be having its Start Up Week on June 25- 29, 2018. The organization’s mission to connect employers, education, and government in an effort to bring entrepreneurship to the forefront of our community.

#### PLANS FOR NEXT MEETING

H. Eskew thanked the board for their attendance and willingness to serve on this advisory board. H. Eskew then stated that the next meeting would be held in March or April during the Spring 2019 semester.

#### ADJOURNMENT

A motion was made at 4:09 p.m. to adjourn the meeting - H. Eskew; Moved – T. Schutz; Seconded – T. Ngo Bartel; unanimously approved.

Respectfully submitted,  
Howard L. Eskew, Jr.  
Chair