MINUTES

Information, Communications, Technology/Digital Media Sector
San Diego-Imperial County Advisory Meeting
Friday, November 22, 2013 • San Diego City College
Records Management/Office/Office Applications Group

Deputy Sector Navigator Rose LaMuraglia opened the meeting of the large meeting at 4:00 p.m. in Room MS140 at San Diego City College. After brief opening remarks and introductions, Rose dismissed each group to meet individually. These minutes reflect the discussions of the Records Management/Office/Office Applications group discussions. Those in attendance included:

Rose LaMuraglia, Dean, School of Business, DSN	San Diego City College
Rick Cassoni, Professor	Palomar College
Leslie Cloud, Professor	San Diego Mesa College
Mauricio Cordeiro, Instructor	San Diego City College
Barbara Gillespie, Professor	Grossmont College
Wahid Hamidy, Professor	San Diego Miramar College
Karen Owen, Professor	San Diego Mesa College
Barbara Riva, Professor	San Diego City College
Theresa Savarese, Professor	San Diego City College
Trevor Blair, Workforce Dev. Mgr.	Manpower
Marion Dailey, Area Mgr.	AppleOne Employment Services
Michelle Grey	Grey Consulting
James Grover, Recruiter	The Select Group
Liz Maland, City Clerk (official)	City of San Diego

Liz from the City of San Diego spoke about skill sets needed to work for the City. She said there is a broad range of skill sets needed for a variety of jobs at the City—the Office suite, word processing, answering phones, customer service, search and retrieval. They use SIRE software. She emphasized paying attention to detail, give scenario questions and more group work in classes. When asked about the keyboarding minimum, she stated that there is no longer a requirement or entry-level testing. Their Clerical Assistant II is the "foot in the door" position at the City of San Diego. She suggested reading *Emotional Intelligence 2.0.*

Trevor from Manpower said they process 4,000-5,000 individual jobs per year, and 55% of them are white collar. He offered these items: enter at an entry-level to get a foot in the door, know Word, Excel, PowerPoint (not Access), time management, organization skills, and attention to detail. He, too, emphasized scenario-based learning, with role playing added in our classes. On the resume, quantify what you did (if you worked at different areas of a company). They are always looking for initiative, attitude, and energy. Internships are vital in the job-hunting process. An interview suggestion is to ask the candidate of a time when they disagreed with a company policy and how they dealt with it. Do job

shadows. Use the STAR approach to interviewing (can be used in mock interviews): Situation, Task, Action, and Result.

Marion from AppleOne agreed that Access is not needed for their entry-level jobs and also agreed about the de-emphasis on the keyboarding skill. *NOTE: it was agreed upon that keyboarding is considered a basic skill in the workplace these days.* The Kenexa Proveit testing software is used to access incoming job candidates.

To answer some of the discussion questions from the agenda, the industry representatives agreed that both Dreamweaver and Microsoft Publisher are not used in business. (InDesign by Adobe is now used instead of Publisher—aka *Punisher!*) Project management would be a viable course of study for community colleges. Job shadows, internships (the City of San Diego has some available), virtual work, and chronological resumes (a must) are items we should be offering or providing to help prepare the future workforce.

IN SUMMARY:

- San Diego Community College District should consider changing the name of the department from Computer Business Technology to… (*Computer Office Skills, Office Administration & Applications, ???*—maybe get industry input*)*

- Streamline degree offerings throughout the region—maybe two per campus; or one degree with strands focusing on Admin, Legal, etc.

- Deactivate courses that do not work and add relevant ones

- Maybe add a Social Media course

- Certificates of Achievement are now at least 12 units

- Our goal should be: *To give our students relevant and timely knowledge and make them employable in today's job market.*

Respectfully submitted,

Theresa M. Savarese, Professor
San Diego City College