



## Business & Finance and Marketing, Sales & Service Industry Sector Employer Advisory Meeting Minutes of October 15, 2015

**Introductions/Purpose:** Mr. Villamor called the meeting to order at 12:15 pm and thanked everyone for attending. He stated that the purpose of the meeting was to get necessary input from the advisors on what should be taught in the Career Technical Classes and what the students should be learning. Those present were:

**Voting Members:**

Dianna Seanez	Owner, Cold Stone Creamery
Lindsay Takata	Human Resource, Analyst, City of El Centro
Dulce Bedolla	Human Resource Analyst, City of El Centro
Victor Nava	Analyst, Rabobank
Agustin Urbina	Social Services Analyst, CalWORKs

**Non-Voting Members:**

Karen Saikhon	Instructor, Southwest High School
Julie Moreno	Counselor, Southwest High School
Karla Lopez	Counselor, Southwest High School
Olga Ortega	Counselor, Central Union High School
Irma Avelar	Counselor, Central Union High School
Melissa Nava	Guidance Support Specialist, Central Union High School
Phil Villamor	Director of Education, Imperial Valley Regional Occupational Program
Debbie Burquist	Guidance Technician II, Imperial Valley Regional Occupational Program

**Minutes Review and Approval:** A motion was made by Ms. Seanez, and seconded by Ms. Takata, to approve the minutes of the October 30, 2014, meeting. The motion was passed unanimously.

### Review of Industry Sector and Pathway Analysis

- a. **Pathway Course Preview/Discussion:** Mr. Villamor reported that the business classes are organized under the Business & Finance industry sector and the retail classes under the Marketing, Sales & Service industry sector using the State's guidelines. He stated that the business partners input guide our CTE Programs.
- b. **Business/industry Synopsis and practical information regarding business/industry that may inform course curriculum choices:** emerging trends, changes in workforce, practice, skills, equipment, software, etc.: Ms. Saikhon reported that her program was being attached into the Agriculture Pathway. She mentioned that she had 27 students with one adult enrolled in her CTE Computerized Accounting class. Ms. Saikhon stated that she teaches banking simulation, income tax and her students are required to participate in a 20 hour volunteer program, which could include the Volunteer Income Tax Assistance (VITA) to low-income tax families. She reported that the students learn by hand, computer and her main focus were to prepare the students for the real world. Mr. Nava suggested speaking to the local Certified Public Accountants Firms in having students' job shadow and this was an avenue to create energy and partnership. He reported that the banking industry is changing on many levels and the new trend was having universal bankers. Mr. Nava stated that entry level tellers are phasing out and banks are hiring self motivated and high powered universal bankers. He reported that banks want well rounded employees who can open checking accounts, process loans and have great computer skills. Mr. Nava mentioned that the Imperial Valley lacked in customer service. Ms. Seanez announced that in her business she hires many high school and college students. She said that she noticed how ROP students seemed to be better prepared for the job and she posted the "10 Ways To Get Fired" flyer at her business. Ms. Burquist stated that Ms. Seanez sets the foundation for entry level employees in work ethics.
- c. **Competency/Assessment discussion** (any changes to curriculum/methods of assessment /competencies to be reviewed as a result of industry discussion): Mr. Villamor reviewed the Certificate of Competencies for both the Accounting and Retail Trade Programs and asked for input. Ms. Saikhon stated that her classes were juniors and seniors and she gives them a five minute typing test everyday to refresh their typing skills. Mr. Urbina stressed the

importance of computer skills in the workforce. Ms. Takata reported that the City of El Centro has stepped up their recruitment process due to employees retiring. She said that many applicants are eliminated in the screening process due to false information on their job application and for many positions only a high school diploma was required. Ms. Takata reported that the City of El Centro does have an "Internship Program" and she was the contact person. Ms. Seanez stated that within her interview process applicants needed to sing, e-mail addresses needed to be professional, and applicants needed to include all extracurricular activities on their job application.

She announced that she'd be a classroom guest speaker and had been a presenter at Central Union High School for Career Day 2014. Ms. Seanez said she would be willing to take one to two students for job shadowing opportunities. Ms. Avelar reported that Ms. Burquist had assisted her with the Foster Youth at Central Union High School last year in regards to the employability unit and she wanted more ideas on how to make students aware of the CTE classes on high school campuses. Ms. Burquist mentioned that Ms. Avelar had done an excellent job connecting with the Foster Youth. Mr. Nava announced that there was a new business in El Centro called "Upspace" and the owner was a Harvard College student from Brawley who was taking a semester off to start this local business.

- d. **Articulation/Certification Information** (any effect on Articulation/Certifications as a result of industry and course discussions): Mr. Villamor reviewed the "Articulation/Credit-By-Exam Success 2014-15 School Year" data and mentioned that these articulation exams have saved parents over \$40,756 last year due to IVC paying all articulation costs. Ms. Saikhon reported that this year the 11<sup>th</sup> and 12<sup>th</sup> grade accounting students are eligible to participate in Imperial Valley College Articulation exam at no cost to the students and she was going to try and improve the results. She stated that every year she revised her curriculum to match IVC's articulation exam, but in the past three years there has been a new instructor.

**Motion to Continue CTE Industry Sector/Pathway(s)** as presented/discussed (note necessary follow-up): A motion was made by Mr. Nava and seconded by Ms. Seanez to continue the CTE Business & Finance; Marketing, Sales & Service Industry Sector Pathway. The motion was passed unanimously.

#### **IV Career Readiness Certificate and NCRC (National Career Readiness Certificate)**

- a. **Discussion of need/purpose:** Mr. Villamor discussed the importance of students earning the NCR Certificate and Central, Holtville and Imperial Districts offered the NCRC Course on their campus. He stated that there were businesses that were valuing this certificate and he welcomed more. Ms. Burquist stated that she was pre-testing all CTE classes at Central Union High School to introduce and encourage students to earn this certification.
- b. **Current efforts/outreach:** Mr. Villamor announced that IVROP had hired a new guidance technician under the California Career Pathways Trust Grant (CCPT) and her main duty was to make employer connections for job shadowing and mentorship opportunities for all local high school students.

**Upcoming CTE Events:** Mr. Villamor announced the following events:

- a. CTE Student Skills Competition - Ms. Burquist reported that on March 15, 2016 Southwest High School would be hosting the "Information Technology" Competition.
- b. IVROP Showcase and Recognition Ceremony will be on April 19, 2016.
- c. IVROPCF Dancing with the Stars Gala will be on May 6, 2016.

**Next Annual Meeting/Adjournment:** Mr. Villamor adjourned the meeting at 1:20 pm.