

School of Business & Management Industry Advisory Meeting

Minutes

Date: Friday, March 15, 2024
Time: 9:00AM-10:30AM
Room: HUM-102
Facilitator(s): Patty Worsham and Eric Doucette

Norco Faculty in Attendance: Patty Worsham, Adam Martin, Eric Doucette, John Alpay

***Industry Partners in Attendance:** *See page 5

- 1) Call to order 9:15am
- 2) INSTITUTIONAL UPDATES:
 - a) **Guided Pathways** (*Patty Worsham*):
 - i) Norco College has expanded into 8 schools from 4 schools. Patty spoke about the role guided pathways has played in the development of our Schools and our institution. Guided Pathways has 4 primary pillars (Clarify the path, Enter the Path, stay on the Path and Ensure learning). It's a holistic framework that ensures students are cared for and their educational pathway is identified from the time they enroll in college to when they matriculate.
 - b) **ZTC and Open Education Resources** (*Adam Martin*):
 - i) Adam Martin wrote a grant to rework the program so that business and entrepreneurship students can utilize low cost or zero cost textbooks (in near future). Adam explained what ZTC and OER is. The role this initiative plays in our college and the cost savings for our students.
 - ii) Similar systems occur in both Cal State and UC system.
 - iii) It's anticipated there will be another round of funding for this grant, so we hope to see additional faculty at Norco College apply for these funds.
 - c) **Real Estate Law**-Price of real estate will come down (*John Alpay*):
 - i) SB 1495
 - ii) This Senate Bill has been approved for students to fulfill the requirements for this law at Norco College
 - d) **POCR Distance Education** (*Eric Doucette*):
 - i) These are online courses designed to meet the requirements of the POCR guidelines and are offered through the California Community College online course system. Eric spoke about the role of online course standards. We are working towards getting our online courses POCR certified. Saddleback is leading the charge in this regard by offering courses on the POCR exchange.
 - e) **ACBSP Accreditation:**
 - i) Norco College received ACBSP accreditation this past November 2023. Norco College is the 4th community college in the state to have this designation. Additionally, the site visit team was very impressed with the School of Business & Management and did not identify any major findings or shortcomings. Moreover, the Site Visit team recognized the School of Business as a "Best Practice" for Standard 1.
 - ii) The work doesn't stop here, ACBSP is focused on continuous

improvement and the School of Business and Management continues to strive for excellence.

- iii) The accreditation process requires a site-visit every 10 years for renewals and written updates every 3 years.
 - iv) Assessing student learning outcomes on a regular basis
 - v) The School of Business and Management aspires to make Norco College a destination college for students.
- f) **Marketing Update** (*Eric Doucette*):
- i) Eric wants to see this department develop and grow.
 - ii) Marketing students at Norco College are putting a marketing plan together for Corral, our Food Court.
 - iii) Marketing department is focused on building community partnerships.
- g) **Entrepreneurship and Management** (*Adam Martin*):
- i) Working on building community partnerships via an on-campus Center for Entrepreneurship
 - ii) Purpose is to create new jobs and companies.
 - iii) Redoing curriculum to make it is accessible for students by taking the ENP curriculum, writing BUS curriculum to match then cross-listing these courses. This way the entrepreneurship class will show up in the Business section of the course schedule. Students are finding the entrepreneurship class in the “E” part of the course schedule.
 - iv) Entrepreneurship programs to attract both traditional business students and nontraditional students to this area. Non-credit courses might be one way of accomplishing this.
- h) **Accounting and Logistics** (*Patty Worsham*):
- i) Accounting enrollment numbers continue to increase and taper slightly in Spring.
 - ii) Online enrollment seems to be more attractive to our business students than in-person courses. Similarly, our business students prefer accelerated courses. We offer a blend because we know we have some students who like full-term classes but the demand for accelerated courses is strong.
 - iii) Non-credit QuickBooks course enrollment is robust and continues to grow.
 - iv) Associated degree for transfer is up for renewal.
 - (1) Patty Worsham, faculty, is a member of the statewide FDRG committee what works with community colleges and the CSUs on the review of our Business ADT.
 - (2) There’s new legislation with regards to General Ed courses and the CSU’s and UCs.
 - (3) State has made changes in terms of remedial courses such as Math and English
 - v) Accounting has no prerequisites which causes much disparity within math readiness level of students.
- i) Retail management program via Stater Bros
- i) This program has gone through a major revision. We’re in the process of curriculum approval for receiving course inclusion for ACC 40 which will support the Retail Management curriculum.

3) School of Business and Management Support for Students

a) Career and Academic Pathways (CAP)

- i) Patty spoke about this past month's CAP hour with the AOSCM club from CSUF and the partnership that's being developed between our logistics students and those at CSUF. The remaining CAP hours will be devoted to Entrepreneurship. Just started Spring 2023 but realistically launched in Fall 2023. Schools host an event once a month. Guest speakers are at these events.
- ii) There are 2 designated counselors and 1 librarian for the School of Business and Management

b) New Business Club:

- i) Patty spoke about the newly developed Business Development Club that currently has 47 students and four faculty advisors. In May 2025, the club will host Guest Speaker, Ryan Zervakos from LinkedIn who will talk about how students can develop their brand on LinkedIn.

4) VITA (Patty Worsham):

- a) spoke about VITA and the role it plays in our community and the number of returns our college student volunteers prepare. This program has been at Norco College since 2000 and is a marvelous partnership with the IRS and the Franchise Tax Board.

5) ADVISORY BREAKOUT DISCUSSION:

- a) Brittian Bowman and David Lynch from GLEN IVY asked to Norco Faculty: What industries do you think students are most interested in?
- b) Response from Norco College Faculty:
 - i) Accounting
 - (1) Half of Eric Doucette's classes consist of accounting students.
 - (2) There is a large accounting program at Norco College
 - (3) Starting next year, any student enrolled in community college will be placed into an ADT pathway.
- c) Emma Luchega from ACHIEVE EDUCATION AND TRAINING INSTITUTION/WSB posed questions on age of students and foundational coursework in math and english
 - i) The loss of remedial Math and English classes has posed challenges. This is a conversation more geared toward the Math and English Department
 - ii) Community college students' age range is varied, and 20-29 is average for school of business students.
 - iii) Dual enrollment is growing among our high school students. While we have designated dual enrollment sections which are classes with just high school students in them, classes that are not designed as such have an enrollment cap of 5 dual enrollment students. This is so we don't out-place our traditional students. A faculty member can enroll beyond that cap if they choose.

6) BETTER HOMES AND GARDENS REAL ESTATE CHAMPIONS: To clarify John Alpay's discussion, a settlement with real estate has been announced but not yet approved.



- 7) INLAND EMPIRE DESERT REGIONAL CONSORTIUM: Our CTEC certifying income tax program has 10 hours of ethics instruction as a requirement of the curriculum. We can emphasize this in the marketing of our tax programs to high schools, so people know they have a well-developed and established tax program at Norco College.
- 8) Closing remarks and conclusion

First Name	Last Name	Organization	Email
Amanda	Wells	City of Eastvale	awells@eastvaleca.gov
Emma	Luchega	Achieve Education and Training Institution/WSB	delechuga@yahoo.com
Yvonne	Leonard	Better Homes and Gardens Real Estate Champions	yfleonard@gmail.com
Jeremy	Sanchez	City of Ontario	jeremysanchez@ontarioca.gov
Aneesa	Kashif	ASNC Norco College Student	aneesqua123@gmail.com
DeBrianna	Miskell	Riverside Transit Agency	dmiskell@riversidetransit.com
Cristina	Flores	Inland Empire Desert Regional Consortium	cristina_flores@jUSD.k12.ca.us
Brittian	Bowman	Glen Ivy Hot Springs	brittian.bowman@glenivy.com
Lisette	Free	City of Norco	lfree@ci.norco.ca.us
Georgina	Juarez	Family Service Association	georgina.juarez@fsaca.org
Laura	Ferretti	J. Galt	lferretti@jgalt.io
Nancy	Inda	Corona Nissan	ninda@coronanissan.com
Donald	Malloy	Jurupa Valley Chamber of Commerce	President@jurupachamber.org
David	Lynch	Glen Ivy Hot Springs	DAVID.LYNCH@GLENIVY.COM