NORCO COLLEGE | Career Education

Norco College

School of Business & Management Industry Advisory Committee Meeting Minutes

Date: Friday, March 13, 2026

Time: 9:30 a.m. – 10:30 a.m.

Location: Humanities-111, Norco College Campus

Call to Order

The School of Business & Management Industry Advisory Committee meeting was called to order at 9:30 a.m. Faculty welcomed advisory committee members and reviewed the purpose of the annual meeting to evaluate program effectiveness, discuss labor market trends, review curriculum and program developments, and gather industry recommendations to strengthen student success and workforce alignment.

Advisory Committee Members

- Jose Alaniz – United Way
- Lance Sayavong – Employment Development Department (EDD)

Norco College Faculty Present

- Dana White
- Adam Martin
- John Alpay
- Patty Worsham
- Eric Doucette
- Kym Schluter

Note Takers: Patty Worsham and Daniel Gil

Annual Program Review

Accounting Program

Dana White provided an overview of recent developments within the Accounting program. Five new accounting courses have been added to strengthen workforce preparation and expand student opportunities. Two new courses were developed specifically to support the Volunteer Income Tax Assistance (VITA) program, including a tax preparer certification course and a laboratory course (ACC 819) that awards academic credit for preparing tax returns. The VITA program continues to provide free tax preparation services for low-income and elderly community members while giving students valuable hands-on work experience. Since opening for the current tax season, students completed 45 tax returns resulting in approximately $70,000 in tax refunds returned to community members. Faculty also highlighted Career and Academic Pathways (CAP) Hour presentations designed to recruit students into the VITA program.

Business Administration Program

Eric Doucette shared updates regarding the Business Administration program and the continued success of the School of Business following Accreditation Council for Business Schools and Programs (ACBSP) accreditation. Faculty continue ongoing assessment and program review efforts to maintain accreditation standards, with the next required report scheduled for 2027. The committee also celebrated the induction of eleven students into the Kappa Beta Delta International Business Honor Society, recognizing academic excellence while providing students with scholarship and professional development opportunities.

Business Law Program

John Alpay reviewed continued expansion of the Business Law program, including participation in the Pathways to Law School initiative. The program is designed to increase access to legal education while diversifying the legal profession. Faculty discussed the development of a Norco Law Certificate to streamline student participation and create a stronger educational pathway into four-year institutions and law schools. The committee noted strong student interest, with the inaugural cohort expected to graduate during the current academic year.

Entrepreneurship Program

Adam Martin presented updates on the newly established Entrepreneurship Center, which supports entrepreneurs, small businesses, and community innovation. The committee discussed the center's Shark Tank-style business pitch competition, which combines credit and non-credit curriculum while providing students and community members opportunities to develop entrepreneurial skills through workshops and business coaching. Faculty also highlighted continued expansion of Open Educational Resources (OER) and Zero Textbook Cost (ZTC) initiatives to improve student affordability and access.

Logistics Program

Kym Schluter provided updates on the Logistics and Supply Chain Management program following her first year as faculty. The committee discussed continued program development and new regional partnerships, including participation in the upcoming Mt. SAC Supply Chain Summit.

Business Club and Real Estate Program

Faculty shared continued growth of the Business Club, including leadership development opportunities, entrepreneurship projects, and exploration of a student-managed investment portfolio. Updates were also provided on the Real Estate program, noting enrollment trends that continue to reflect fluctuations within the housing market. Faculty concluded with updates on the expansion of non-credit programming and plans for dedicated non-credit coordination to support future program growth.

Labor Market Information and Regional Trends

Adam Martin presented current Labor Market Information (LMI) for the Riverside Metro Subregion. The committee reviewed regional employment trends, projected job growth, wage data, unemployment statistics, and demographic information. Members noted that Norco College continues to serve as both a Hispanic-Serving Institution and Black-Serving Institution while preparing students for occupations aligned with regional workforce demand. Industry sectors showing strong employment opportunities include government, healthcare, construction, warehousing, logistics, and manufacturing. The committee also reviewed Good Jobs analysis indicating that nearly 90 percent of identified quality jobs require education beyond high school but less than a bachelor's degree, demonstrating strong alignment with community college workforce programs.

Industry Discussion and Employer Feedback

Advisory committee members discussed workforce expectations for recent graduates and emphasized that customer service, communication, professionalism, and transferable soft skills remain essential across nearly every business sector. Members also discussed challenges experienced by military veterans transitioning into civilian careers and highlighted the importance of connecting veterans with available educational and workforce resources. Employers stressed the importance of helping students effectively communicate their skills through resumes, interviews, networking, and professional self-presentation. Committee members agreed that students who can clearly articulate their experience and demonstrate confidence are significantly more competitive in today's labor market.

Advisory Committee Recommendations

The committee recommended continuing to strengthen employer engagement and industry partnerships while maintaining curriculum aligned with evolving workforce needs. Members encouraged greater integration of labor market information into program planning and supported continued development of pathways in logistics, entrepreneurship, accounting, and business law. Faculty will continue evaluating student outcomes, employer feedback, and industry trends to guide future curriculum improvements and workforce initiatives.

Committee Recommendations and Action Items

The committee identified the following priorities for the upcoming academic year:

- Continue expanding the Accounting and VITA programs through experiential learning opportunities.
- Maintain ACBSP accreditation standards through ongoing assessment and continuous improvement.
- Advance development of the Norco Law Certificate and strengthen transfer pathways.
- Continue expanding the Entrepreneurship Center and community partnerships.
- Grow the Logistics and Supply Chain Management program through regional collaborations.
- Expand Zero Textbook Cost and non-credit educational opportunities.
- Continue incorporating employer feedback and labor market information into curriculum planning.
- Strengthen career readiness by emphasizing communication, customer service, networking, and professional development skills.

Adjournment

The meeting concluded at approximately 10:00 a.m. Committee members expressed appreciation for Norco College's continued commitment to workforce development, industry collaboration, and student success. Faculty reaffirmed their commitment to maintaining high-quality business education that aligns with regional workforce needs while preparing students for successful careers and transfer opportunities.

Minutes Prepared for:

Norco College Career & Technical Education

School of Business & Management Industry Advisory Committee

Minutes Recorded By: Patty Worsham and Daniel Gil