

Annual Advisory Meeting

Business Administration Department

Palomar College

September 21, 2012

8:00 – 1:00 PM

Members of the business community and faculty of Palomar College, MiraCosta College, and California State University San Marcos got together to talk about curriculum and occupational prospects.

Following are among the topics discussed and members in attendance.

Business Communication

- Real world communication problems as a case study
- Write, keep writing – repetition
- Writing guide
- Individual and team writing

Business Law

- 5 videos to use in class
- Purchase and sale agreement with specific facts
- Eminent domain problem
- Variety of choice for types of projects

Accounting

- Competency exam

Entrepreneurship

- Businesses launched as part of Senior Experience program
- Stitching together middle school through University Entrepreneurship education
- Entrepreneurship, ethics, and sustainability should be across curriculum
- Importance of mentorship – it is never too early to start
- Experiential learning is key – throw students into uncomfortable situations while removing risks (safe classroom environment)
- Entrepreneurship Club, MIS Society, etc. serving as mentors for other students

NEXT STEPS

Business Communication

- Will meet once a semester – to share teaching experiences as well as faculty development

Business Law

- Get all business law instructors – set up Linked-in group to post best ideas
- Get together informally
- Free access to CEB online materials and Nolo Press

Accounting

- Collect data to see how students are performing
- Keep loop going to share information on books, technology
- Get Accounting society members to come to Community Colleges

Entrepreneurship

- Collaboration between Community Colleges and Universities – Joe Molina will forward an initiation to a meeting in November
- Create a North County faculty Entrepreneurship group – can be virtual (a blog or other way to share tools/lists of resources)
- Students from CSUSM be mentors to Community College and high school students interested in Entrepreneurship

GENERAL THOUGHTS

- Meet once a year as a large group
- Have discipline groups meet more frequently
- NCHCA could sponsor
- Breakout sessions should be longer next time
- Receive updates via e-mail from each of the campuses – build bridges

Rachelle	Agatha
Scott	Ballard
Gabriela	Bryant
Valerie	Chau
Mike	Deschamps
Dawn	Diskin
Michael	Gilkey
Joel	Glassman
Catherine	Haag
Julie	Hansen
Don S.	Kovacic
Delores	Loedel
Susan	Noble
Alan	Styles
Lynn	Talavera
Lynn	Talavera
Stacey	Vera

Geri	Bennett
Joanne	Benschop
Jeff	Green
Gloria	Kerkhoff
April	Woods
Christina	de Vaca
Linda	Hickman
Ludmila	Matiash
Rita	Soza
Mitchell	Drasco
Jack	Green
Louis	Milstein
Tom	Severance
David	Tiffany
Jim	Hamerly
Joe	Molina
Mary	Benard
Brian	Cushing
Mark	Minkler
Bill	Burns
Pat	Lupica
Jackie	Martin
Yi	Sun
Mary	Cassoni
Dennis	Guseman
Lawrence	Hahn
Wayne	Neu
Regina	Eisenbach
Sharon	Lightner
Staci	Minnick
Norma	Miyamoto