BOT Advisory Council (BAC) Meeting
Cuyamaca College
05/14/19—6:00 pm

Name	Business/College	email
Vicky Smith	DSE HR director	stefjer@yahoo.com
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Julie Ducharme	Cuyamaca/Business owner	juliemducharme@gmail.com
Pat Newman	Cuyamaca	Pat.newman@gcccd.edu

Meeting introduction:

- Grossmont gave summary of their program.
- BIW new certificate recognized by the state.
- Grossmont has career ambassadors promoting OPT and as well BIW.
- Larry covered BOT program.
- Julie covered current internship.
- Pat was absent due to family emergency.

Questions from the instructors

Should we be teaching LinkedIn? LinkedIn is still viable; add Venmo, PayPal, Zelle

Should we be using office 365? Benefits of Office 365: collaborative tools, all-in-one place tools, small business affordability (collaboration using Google apps was also discussed)

Docusign? Is that prevalent?

For all these questions all business owners said all were very important and prevalent and should be taught and used.

Communication skills needed: use right words; know how to answer questions; know that everyone on team needs to participate; know/have common sense about appropriate communication for business vs. personal; be able to verbally communicate with employer, coworkers, and customers; phone communication; writing email messages (more than letters--many companies use form letters);

What level of keyboarding skills is required? Should we be teaching advanced document formatting, like multi-page reports, multi-page letters, newsletters and fliers?

Critical thinking (shown in minutes as "thinking outside the box"): in response to, "What would you do now?" training should include letting students practice figuring out what to do next; they need to know how to take initiative at work--don't sit and wait to for work to be given if finished

Below are specific comments from business owners during the meeting.

Renata (From Get Organized)

Yes Office 365. All students should be trained in this. We find it is the best system to work in.

Ellen (World Financial Group)

Need students who think outside of the box. Maybe problem solving and also the intrapreneur soft skills focus should be integrated in.

- Manners missing.
- Lacking Interpersonal skills.
- 4 generations working side by side need to know how to communicate with all 4 generations.

Larry comments

Suggested that we discuss Strong Workforce money for the programs. Talked about funding as well.

We can build it into the curriculum. Taking the learning to working, but do the students understand those soft skills. They need to be the CEO of their own brand. "Who's the boss? You are." "Pretend your name is on the door." Ask students, "What is your brand?"

Betsy (Insurance industry)

Missing soft skills.

Need team players.

Need people who want to collaborate.

Lack of communication and technology like phones are causing a problem.

Vicky (20 years in HR)

Missing soft skills.

Poor communication.

Lack quality work.

Too much entitlement and they are not showing they want to be part of the company.

Maria Cuff (works with Placing veterans)

She mentioned getting your info to the Department of Labor TAPP programs as she said veterans need programs like BOT and have no idea about them. She said connecting with them would open the doors to filling up classrooms on a regular basis.

We mentioned attending the San Diego Veteran's Coalition to create good partnerships with over 150 organizations that serve veterans and are looking to place them in programs like this.

Idea for solving soft skills issues

- Bring in outside speakers to the class to hit on these social skills.
- LinkedIn skills and profile and social media are important.
- Soft skills certificate
- Business owners are recommending LinkedIn training.
- Recommendation on some type of public speaking or like a Toastmaster's class. For students to practice public thinking.
- Teaching students "what is their brand"

Applying/Interviewing:

- Sell yourself to employers
- Be "CEO of own brand." "Who's the boss? You are." "Pretend your name is on the door." Ask students, "What is your brand?"
- Identify and emphasize areas of strength so employers will hire students to fill those needs; for example, one employer said students need to let go of phones, but another employer said she needs someone who is skilled at phone usage for social media, etc., because the employer is not phone-savvy
- Negotiate your value, not your pay; be able to explain what value you bring to employer

- Clean up social media accounts; employers look at them during hiring process
- Photos and email addresses should be professional
- USD is creating a soft skills certificate program
- Public speaking: Toastmasters, public speaking class, etc.; these skills made all the difference to the career of one employer (Betsy Johnson) who suggested using Toastmasters method of having students practice public speaking by asking them to improvise 60-second responses to prompts such as, "What is your favorite movie?

Keyboarding Skills:

- Speeds ranged from 25-35 wpm, some had no speed requirement.
- More communication is electronic now.
- More basic documents like memos, letters, meeting agendas.

Overall summary, the programs appear to be hitting all core skills except the soft skills do not seem to be transferring over. Business owners expressed frustration in lack of soft skills, attitude, personality, and work ethic. They all stated they felt having a LinkedIn profile is very important for them to have for networking and jobs. Office 365 should be taught as well.