



Antelope Valley College

**BCSED Advisory Committee Meeting
May 14, 2010**

RECOMMENDATIONS

Group Name: Business / Management / Marketing

Group Leaders: MaryAnne Holcomb and Donna Meyer

Participants: Deedee Hugges, HR Specialist, AFFTC Edwards AFB
Luciano Santini, Business Consultant/Motivational Speaker
Sory Hinton Jordan, Employment Program Mgr., Lancaster EDD

Edwards Air Force Base (EAFB)

Needs more training for soft skills; punctual behavior, dress code. Should be included in new employee orientation.

Security Clearance – DUI pattern could exclude applicants from consideration. Individuals intentionally disabling with tattoos, hairstyles, clothes, piercings, etc. Make employees understand the rules right away.

Currently using Office 2007 – must type 45 wpm

Written and verbal communications skills are very important. If workers don't have the skills, they get into developmental training.

No hiring freeze – still hiring engineers and aircraft maintenance workers – 40 student workers being developed for full-time positions.

EAFB has heavily recruited students from CSUB.

Economic Development Department (EDD)

Mentality of people with higher education who are unemployed. Younger workers can be hired because they cost less. Employers are hiring fewer skilled/educated workers to keep costs down. People with piercings, tattoos, low-riding pants – a possible detriment to being considered for employment. Highly educated unemployed workers need a reality check to realize they won't have the same job/pay they used to have. Whether layoffs or terminated, individuals have low self-esteem; need to build them up with skills.

Suggested AVC add a computer literacy test on campus as a separate assessment test (similar to what we have for reading and writing).

CSU-LB has a test for business students to prove literacy in MS Office. Community ED class to help "older workers" develop skills quickly??

iTRAIN, a county website to reimburse for training in EDD-type environments
– AVC is the only school in the area not on board.

Need to work cooperatively with the EDD office to assist in training programs.

Possibly time to bring back the Administrative Assistant cohort program developed by Donna Meyer – EDD dept. said that is greatly needed. Older workers really need new skills. Many older workers don't feel they should have to learn new skills – we have to change their mindset and get updated skills (keyboarding, computer/internet literacy, etc.).

E-Learning certification – Ann Steinberg (AVC Job Placement) has information about this. *Elevate America* vouchers – through Microsoft – to workforce source centers. We need to find out what Ann Steinberg knows. Vocational education needs to be emphasized.

EDD Perfect Program

Keyboarding skills

Superior Grocery Store is moving to the Antelope Valley (cashiering class will be conducted at LA Valley College); 60 employees alone for the Lancaster store.

1. Keyboarding
2. MS Office
3. Speech; effective communication skills
4. Soft skills (customer service course through Corporate & Community Ed. at AVC)
5. Internet search
6. *Skype* – video conferencing core skills...first impression.
7. Video conferencing and technology-based communication (*Skype* interviews); includes online job search
8. Academy classes – enrollment and teachers available

EDD Academy at EDD for 4 weeks (2 days a week, 4 hours each day). They handpick who will be in the academy (approx. 15 students per class). They would like us to develop a certificate of completion for students to be motivated. They have a course on online job searching.

Entry-level positions are being filled with 60 yr. olds who are going back into the workforce. Basic skills – keyboarding skills, technology, computer literacy, résumé writing, etc.

- Higher-educated, experienced displaced workers have unrealistic expectations in salary
- Lower-skilled people having trouble getting jobs
- No outplacement services
- Retirees taking jobs of young people
- Offer tutorials for Word, Excel, and PowerPoint to certify
- Not using **Elance**
- Cal State Long Beach – “Office” test
- Community Education – teach keyboarding
- Core competency academy – re-entry
- Toastmasters – open a branch on campus? (Check with Communications instructors)
- Maybe a Community Education class?
- 40 students in career education STEP program marketing – Job Placement has info.