



ANTELOPE VALLEY COLLEGE

ACCOUNTING Advisory Meeting

Date & Time: Friday, May 29, 2015 3pm – 5pm

Location: BE-207

Participants/Attendees:

Name	Signature	Affiliation
(see attached)		
Stacey Adams		AVC
Lizzette Mercado		AVC / CSUN student
Jennifer Lopez		AVC / CSUN student
Marla Rodriguez		AVC / CSUN student
Ruben Villareal		AVC / CSUN student
Austin Rice		CPA at Burkey Cox (former AVC / CSUN student)
Martin Telezing		AVC
Teresa McGoldrick		WorkDay, CPA
John Stark		CSUB
Ken Scott		AVC, AVUHSD

Recommended Topics:

Program Updates:
 We discussed changes made to the program in last year, which are as follows:
 -The Professional Bookkeeping degree and certificate were revised, which now include Bus 121 as a required course, and Math 125 and CA 221 have been removed.
 -Language was added to the catalog to help clarify the two pathways in Accounting.
 -The PLOs were updated slightly to include data from additional courses in the findings.
 -The CORs and SLOs for Acct 115 and Acct 121 were updated.

Program Outcomes:
 For example, enrollment, completers, % passing licensure/credentialing exams
 We reviewed the PLOs, findings and action plans. The program review update from Fall 2014 was “status quo” so there were no significant changes since the prior advisory committee meeting.



Curriculum Updates:

- Acct 121 has been renamed to Computerized Accounting
- We discussed the need to incorporate Excel skills into our Accounting courses. In the future, we may choose a different textbook for Acct 111 / Acct 113 which ties in Excel and QuickBooks into the process of learning bookkeeping.
- We want to keep developing more work experience opportunities for students because the learning in the workplace is invaluable and helps builds job skills.

Comments from Industry Participants/Open Forum:

- Former AVC students who have transferred into ACCT programs at universities indicate that students need more Excel skills. CA 121 is required for Prof. Bookkeeping Degree / Cert., but also needs to be emphasized for Bus. Admin. Transfer students going into Accounting or Finance. CA 121 is just an elective for the Bus. Admin degree program. Students should take CA 121 and we may also want to consider developing an Advanced Excel course.
- Consider developing an Accounting Ethics course that would fulfill the CPA exam requirement, but maybe also fulfill GE ethics requirement. Consider an online course. Participants indicate that this course is not being offered at the university level, but will be required starting in 2016 to qualify to sit for the CPA exam. They suggested that Santa Monica College might have something similar to this that we should look at.

Suggested Topics:

Future plans:

- Follow-up with John Stark at CSUB-AV regarding working together to develop work experience / internship opportunities for Accounting students in the Antelope Valley.
- Create PowerPoint slides for all ACCT faculty to show on the first day of class emphasizing two different pathways in Accounting, and also strongly encouraging CA 121 or other means of developing strong Excel skills, and work experience.
- Look into the Accounting Ethics course offered at Santa Monica College. Check up on the Board of Accountancy requirements to see if it is feasible to develop an online course offering to meet the CPA licensing requirement as well as the GE (Area F?) requirement.

Request for ideas for additional resources:

For example, grants, industry partnerships

The advisory committee suggests that the program could benefit from an additional full-time faculty. The program is surviving status quo right now, but given the projected growth in the Accounting field, there is opportunity to expand this program, but one full-time faculty cannot do it alone, given all of the other duties of teaching and leading the program.



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Other items that are required by accrediting/approval/regulatory bodies:



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Business Advisory Committee Meeting

Date & Time: Friday, May 29, 2015 8-10:30am

Location: BE 207

Participants/Attendees:

Name	Signature	Affiliation
MaryAnne Holcomb	Signature page submitted	AVC Faculty
Kathy Osburn	to Christi Crosby	AVC Faculty
David Adams		AVC Faculty
Chuck Kokoska		AVC Adjunct Faculty
Larry Veres		AVC Adjunct Faculty

Recommended Topics:

Program Updates:

Business degrees and certificates were updated to remove MATH 125 and replace with other Math classes.

Complete the **International Business** Certificate.

Program Outcomes:

For example, enrollment, completers, % passing licensure/credentialing exams

As CORs are updated, faculty will review SLOs and make any necessary changes. Work to develop common assessment tools for all courses/all SLOs. Invite all adjuncts to participate to encourage more SLO assessment and data collection.



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Curriculum Updates:

Change the name of BUS 212 - **Women in Organizations** to:
BUS 212 - **Gender Diversity in Management**

Change the name of BUS 121 - **Investment Fundamentals** to:
BUS 121 - **Budgeting and Investment for Business**

Revitalize/Revise CA 221 to address the specific needs of Small Business Owners.

Comments from Industry Participants/Open Forum:

Following are the list of skills lacking by entry-level employees. These issues could be addressed through a Business seminar or classes offered by Corporate and Community education.

Life skills, budgeting, responsibility for actions, dealing with difficult people, time management, planning, and motivation.

How will Businesses handle all the positions available when Baby Boomers are retired? We must make sure to incorporate this discussion in all Business classes.

Suggested Topics:

Future plans:

Develop Honors courses in Business, starting with an Honors option in BUS 101 - Intro to Business.

It would be great if all (who are interested) Business/Management/Marketing faculty could meet once a month for lunch to discuss how to improve contacts in the community and better prepare our students for the work world. The purpose is to get more faculty to reconnect to AVC.

Send the list of leads for each area to all faculty at the beginning of each semester.

President Knudson spoke to students in one Marketing class. It would be great to have him participate in a Business seminar for all students.



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Look at the courses/programs being offered by other schools and see where we need to add additional options for the students.

The future of most of our students does not include working in Corporate America. We need to continue to develop Entrepreneurship opportunities.

Request for ideas for additional resources:

For example, grants, industry partnerships

Work to develop more industry partnerships to increase opportunities for work experience, paid internships, and add more guest speakers (as role models) in class from the AV community.

Other items that are required by accrediting/approval/regulatory bodies:

None.

Career Technical Education Division
Computer Applications/Networking/Programming
Advisory Committee Meeting
April 1, 2015

Agenda

1. Introductions
2. Community Needs/Concerns
3. College Role and Responsibilities
 - a. Computer Applications
 - b. Computer Networking
 - c. Computer Programming
4. Open Forum Discussion

Career Technical Education Division
Computer Applications/Networking/Programming
Advisory Committee Meeting
April 1, 2015

Minutes

1. Introductions

Dr. Beyer welcomed the members of the advisory committee. Community members from the Air Force Base and the Rocket Lab, along with two CTE faculty, introduced themselves. Dr. Beyer then provided a brief overview of the compute labs and provided a status on the upgrade of the computer networking security lab. A brief discussion ensued about computer configurations and Mr. McCary explained that computers at the base are recycled every three years and noted that with “anything older than five years you are in the dark ages.”

2. Community Needs/Concerns

Members of the committee were asked if there were any specific concerns or needs that the college should or does not currently offer. A discussion ensued regarding the preparation of students for security certifications. Mr. Bowen explained that the networking certificate offered at the college helps prepare students for a Security Plus certification. Base personnel emphasized that while a Security Plus is a “must have” certification, and is a requirement for employment, “Security Plus just doesn’t teach you too much.”

When asked what would be useful, a suggestion was made that having an Computer Information Security Specialist (CISSP) certificate would be desirable. Such a certification would expose students to security as it relates to systems administration, database administration, Web development, application development, and networking. It was revealed that an adjunct on staff at AVC possesses a CISSP certification. It was also noted that a full Computer

Information Security Specialist was an upper-level coursework type of certification, but having something in place that would prepare students to move in that direction would be useful, not only for obtaining the full certification, but developing immediate skills necessary and desired for employment.

Teaching VMware was also mentioned as being important. Teaching virtualization, and having the equipment to support teaching it, was identified as being very important to developing employee skills.

Mr. Suatengco raised the concern of educating people about Information Assurance and Mr. McCarry gave a brief introduction to the committee about the Department of Defense directive DOD 8570, which regards *Information Assurance Training, Certification, and Workforce Management*.

3. College Role and Responsibilities

a. Computer Applications

A discussion was held on the current configuration of the computers in the computer labs. Members of the committee agreed that the “computer labs must have the latest and greatest equipment” to be effective. It was also suggested that isolating classes on the network would reduce the amount of sub nets required to teach certain courses.

b. Computer Networking

When asked about networking labs, members were quick to point out that it is desirable for computer labs to be able to support, and offer, classes in Cisco Networking for CCNA preparation, firewall training, proxy server development and support, and DNS management. Dr. Beyer asked if these topics could be covered in a single survey-style course and was informed that they would be most effective as stand-alone courses.

The notion of AVC becoming a test center for certifications and re-certifications was raised and some discussion ensued about the potential for the number of annual participants. Although Mr. McCarry suggested that hundreds of personnel

might potentially participate, it was also noted that there are two other testing centers in the Antelope Valley. No determination was made regarding test centers.

c. Computer Programming

Mr. Suatengco indicated that it would be very helpful if AVC were to offer course in shell scripting. Additionally, a course in Python programming would be valuable. Also, several members of the committee thought that a course in Unity programming would be highly desirable.

4. Open Forum Discussion

In an open forum discussion, the notion of classes held on base was discussed. Consensus was reached that it would be useful to have classes held on the base rather than leaving individuals to depend on Computer Based Training for recertification. Specifically, offering 8-week courses would be desirable. It was also noted by the base personnel that the 8-week courses would be good for re-certifications, promotions, and, with a light-hearted emphasis, “job hopping.” Dr. Beyer indicated that the base is in another college’s district, but was informed that classes might still be able to be offered by AVC if the other college did not offer that type of program.



Clothing and Textiles-Fashion Design Advisory Meeting

Date & Time: May 1, 2015 4:00-6:15 pm

Location: Antelope Valley College- APL room 108

Participants/Attendees:

Members Present	Affiliation	
Melissa Ramiro	AVC	
Nayma Karamanos	AVC	
Dr. Carol Dykehouse	AVC	
Rudy Ramiro	CALPIA	
Larry Mora	Brooks Brothers	
Katie Dickinson	TJX	
Julie Heaslet	Tehachapi High School	
Lindsay Dyer	AVC/FIDM/Freelance Designer	
Naomi Barnes	AVC graduate/Transfer student	
Amorita Mickes	AVC student/Fashion Club President	
Andrea Garoutte	AVC student/graduate candidate	
Members Absent		
Gwen Shim	Highland High School	
Amanda Mills	Freelance Costumer/former student	
Ginger Chaney	AVC grad/Transfer to CSUN	
Gail Dodson	AVC Grad/Ind. Sewing Instructor	
Elaine Sandeen	AVC Instructor/The Sewing Room	Provided input
Doris Borela-Fossen	AAFCS	Provided input
Karen Stump	AVC grad./CSULB grad. candidate	Provided input
Elisa Cetera	AVC grad./Freelance Designer	
Jasmine Garcia	AVC Graduate	
Stacey Adams	AVC	
Chris Bermudez	Walt Disney Parks and Resorts	

Advisory Board purpose and introductions: Please sign in with contact information

- Industry members were asked to provide business cards



Program Outcomes:

Current Program path and revisions as submitted and approved-

- ALL program/course revisions have been submitted and approved through Academic Policies and Procedures (APP&P). Starting with the Fall 2015 catalog, all changes and current program/descriptions can be viewed in the catalog and online. The program includes paths for Fashion Design, Alterations and Custom Designs, Fashion Merchandising and Retail, Apparel Production, Improved Home Sewing Skills, and to a lesser extent, Costuming. Discussion was made for expansion of the costuming path.

Course Outlines of Record- Course content and progression through program-

- A lengthy discussion was made for the adherence to the Course Outlines of Records (CORs). Each course builds upon its prerequisites or includes objectives that are required throughout the program. Instructors are encouraged to familiarize themselves with ALL COR's for recommendations and explanations to students. The course outlines of record are essential for program success as EACH course has been rewritten and/or updated to build upon the skills/techniques/objectives covered. Instructors at the introductory level should be encouraging students to persist through the program, and complete the program for essential skills needed in the workforce.
- One crucial objective that is clearly defined in the COR is the preparation and completion of the "sloper" or basic fitted block in the CT110 course. This block builds techniques and skills required throughout ALL subsequent CT construction courses. Elimination or minimal coverage of this crucial objective places program students at a disadvantage for a successful program completion. Three of our transfer students confirmed the importance of this basic block.
- A copy of the course content, description and objectives (from the four basic CT courses) was given to each member. Note was made of the objective "Recognize and demonstrate basic business skills and practices, time management, and on time completion of projects and skills" as added to ALL CT courses. Industry members were asked to peruse the courses content and give suggestions on the skills/techniques/objectives to be covered in each class, with particular attention to *basic business skills*. Discussion followed from the industry members that students/graduates NEED improved communication, both verbal and written, to ensure career success. While covering this objective in the courses attention needs to be placed on speaking clearly, be articulate, showing respect for others. In order to instruct this in the classroom setting, hold students accountable for being on time for class, having all materials required for that class and having them on time, work done on time, increase the students' self-motivation, have a professional demeanor (both student and instructor), and improve time management skills. We must integrate business behavior into expected classroom behavior!
- Teaching basic customer service also instills basic business skills. Instructors need to be held accountable for the business skills too. Hold students accountable for following the rules, instructors too.

Course Syllabi and Student Learning Outcomes-

- Upon reviewing the Course Outlines of Record, instructors will record the course description, course objectives, and reflect the course content in the course syllabus. Instructors were encouraged to review all COR's and familiarize themselves with program requirements. Each



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instructor is encouraged to create their own demonstrations/projects/assignments to cover the objectives and the course content, but these must cover the approved objectives and course content. Student Learning Outcomes are to be included in the syllabus. There are measurement tools and specific scores that are documented. Instructors need to review the approved SLO's or ask for assistance if you don't know where to find them. It is important that these are handed in on time and documented for Accreditation scrutiny.

CT 105 tool kits-

- A basic tool kit was provided for members to see. There have been complaints on the tools and quality of the items enclosed. Discussion was made for the pros and cons of offering these kits. The advisory committee agreed to and approved that these kits be eliminated (a process that requires APP&P approval). Instructors MUST document the tools required and the possible costs of the course in the course syllabus.

Current student enrollment and trends-

- Enrollment was down for some of the beginning construction courses. As we front load the program, it is imperative for the instructors to encourage the students to go through the program. Students are still "plugged-in".

Proposed scheduling for two year plan-

- A copy of the new 2-year program plan was handed out. Prior to this proposal, some students would need up to five years to complete the program. Interviews are underway to increase adjunct to staff the increase in sections offered. Starting in the fall of 2015 the new 2-year plan is in effect and offers students the opportunity to complete the program in 2 years!

Curriculum Updates and Input from Industry:

Course Outlines/Course content as pertaining to employment-

- Suggestions were made on possible projects and/or assignments for integrating business skills, customer service, and/or improved communication skills.
- While covering communication skills, students should also be taught to research the company before interviewing. Research projects would help students to understand how to conduct research of companies. Mock interviews would be helpful for students to understand how to dress, sit, act, and speak appropriately during interviews. AVC might want to offer courses specifically pertaining to basic business skills and communication for ALL students. As a student retains employment with a company they represent AVC and should be considered as professional candidates with certification or degrees. Therefore, proper interpersonal communication skills (both verbal and written) are crucial.
- Students need to learn how to get along with others and the group projects or "client-based" projects assist with this.

Recommendations for course revisions and/or new course development-

- Discussion was made for inclusion of costuming/wardrobe classes, and a split of one flat pattern



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course to two. Flat Pattern I would instruct basic skills and manipulation, while Flat Pattern II would include CAD and production methods. Basic skills in Photoshop and/or Illustrator also need to be addressed.

Recommendations for Instructor development-

- Instructors were encouraged to join the American Association of Family and Consumer Science organization.

Internships or work experience opportunity (specifically employment criteria):

Comments from Industry Participants/Open Forum:

Announcements:

AAFCS 2016 State Conference next April 1-2, 2016 in Burbank, CA. Looking for applicants to speak at the conference.-

- Suggestions and/or invitations were made for member participation at the conference.

Auditing students

University of Fashion-

• The sign-in credentials were handed out and encouraged. Feedback has been very positive
Annual Spring Fashion Show- "Fashion in Bloom", May 20th, 2015 at 6:00 pm in the Performing Arts Theater

- Participation was mandatory for the instructors. First time in the theater.

Request for ideas for additional resources and Future plans:

- An early August Advisory meeting was planned. Mentorship of new instructors to be included.



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Engineering and Electronics Technology
Advisory Committee Meeting Minutes

Date & Time: Monday, May 11, 2015, 4:30 pm

Location: AVC EB 207

Participants/Attendees:

Name	Signature	Affiliation
Ken Santarelli		Director of CSULB-AV
Jonathan Compton		AVC
Jose Alvarado		USAF/AVC
Victor Laxamana		AVC
Rick Motawakel		AVC

Recommended Topics:

This meeting is to improve and increase enrollment in the program. Advisory Committee’s input is very important to the survival of the program and success of our students in engineering and electronics. Topics are: review of existing engineering program, development of the program, committee recommendation for the program improvement. The need for new computers and updating computer labs.

Program Updates:
The schedule for the engineering program is up dated to serve our students and the community. The curriculum is updated to bridging the gap closer between AVC and CSULB.

Program Outcomes:
Enrollment is improved for the fall 2015. We see students interest in the program. Completers were low in the past, we are expecting high completers for the 2015-2016.

Curriculum Updates:
The title was changed for ENGR 125- Intro MATLAB, Simulink to Intro MATLAB. The curriculum was updated to transfer to CSULB. After receiving our agenda from Mr. Motawakel, we proceeded to discuss the first topic with Ken Santarelli from the CSU-LB extension. He offered insight on bridging the gap between our institutions; he suggested that we create a 3D drafting class for engineers using



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Solidworks and reduce our current offerings of the 2D AutoCAD class ENGR 120. We also discussed the fact that we need to make the student population more aware that CSU-LB offers a near flawless transition between AVC and themselves. This is highly beneficial to many students as it offers a low stress solution for applying to 4yr schools and a local low cost alternative. Ken stated that the ENGR 125 class will become a requirement to transfer in the coming year making it a more demanding class which will increase enrollment.

Comments from Industry Participants/Open Forum:

We started to discuss the first topic with Ken Santarelli from the CSU-LB extension. He offered insight on bridging the gap between our institutions; he suggested that we create a 3D drafting class for engineers using Solidworks and reduce our current offerings of the 2D AutoCAD class ENGR 120. We also discussed the fact that we need to make the student population more aware that CSU-LB offers a near flawless transition between AVC and themselves. This is highly beneficial to many students as it offers a low stress solution for applying to 4yr schools and a local low cost alternative. Ken stated that the ENGR 125 class will become a requirement to transfer in the coming year making it a more demanding class which will increase enrollment.

Discussions on the second topic were voiced by all. We generally agreed that to increase enrollment in engineering we need to increase awareness in the engineering program and the partnership with CSU-LB. The CSU-LB feeds off of our enrollment so it becomes mutually beneficial to ensure that more people are aware engineering exists here at AVC. I suggested to start talking with professors in other departments to allow us to make a brief introduction in their classes to promote engineering. We discussed also visiting high schools if time allows.

The last topic was the current course offerings which was discussed within the first topic as well. Ken briefly stated that our ENGR 125 class will be required to transfer, making it more significant within the department. We discussed the absolute need to create a 3D modeling class for Solidworks in which Ken stated he would supply us with course material to generate a seamless course between us and CSU-LB. We also stated that the current drafting class ENGR 120 is obsolete in regards to Mechanical and Electrical engineering. However, we should still offer this class, but at reduced numbers (e.g. 1 class instead of 3). The discussion of increasing the number of classes for ENGR 110 was also brought up. This is our core 'funneling' class to encourage students to either head down the path of engineering or not. Mr. Motawakel stated that he is planning to add a third class to the schedule. I mentioned that this class should be offered in the Summer and that was met with positive results. If possible we should, in the future, always have ENGR 110 offered in the Summer to capture more students coming straight from high school.

One small item on our agenda was the Straw Bridge Project for the ENGR 110 class that I developed. The project seemed to be met again with positive results from ever member present. This project was said to be approved and will be added to the Fall class 2015 and beyond.

Suggested Topics:

Future plans:



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Creating a 3D drafting class for engineers using Solidworks and reduce our current offerings of the 2D AutoCAD class ENGR 120.

Request for ideas for additional resources:
For example, grants, industry partnerships

Other items that are required by accrediting/approval/regulatory bodies:
First priority in the educational master plan goal was: The college will increase student success in Basic Skills and ESL courses. Objective 4 is to promote student information competency and technology skills. We discussed the absolute need to create a 3D modeling class for Solidworks in which Ken stated he would supply us with course material to generate a seamless course between us and CSU-LB.
This concluded our meeting at 6:15 pm.



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Management Advisory Committee Meeting

Date & Time: Friday, May 29, 2015 8-10:30am

Location: BE 207

Participants/Attendees:

Name	Signature	Affiliation
MaryAnne Holcomb	Signature page submitted	AVC Faculty
Kathy Osburn	to Christi Crosby	AVC Faculty
David Adams		AVC Faculty
Chuck Kokoska		AVC Adjunct Faculty
Larry Veres		AVC Adjunct Faculty

Recommended Topics:

Program Updates:
Management degrees and certificates were updated to remove MATH 125 and replace with other math classes.

Program Outcomes:
For example, enrollment, completers, % passing licensure/credentialing exams
As CORs are updated, faculty will review SLOs and make any necessary changes. Work to develop common assessment tools for all courses/all SLOs. Invite all adjuncts to participate to encourage more SLO assessment and data collection.



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Curriculum Updates:

Develop a course in **Entrepreneurship** to follow **Small Business Management**.

Develop a **Hospitality Management** certificate to address the needs of the growing hotel business in the AV.

Comments from Industry Participants/Open Forum:

Following are the list of skills lacking by entry-level employees. These issues could be addressed through a Business seminar or classes offered by Corporate and Community education.

Life skills, budgeting, responsibility for actions, dealing with difficult people, time management, planning and motivation.

How will Businesses handle all the positions available when Baby Boomers are retired? We must make sure to incorporate this discussion in all Management classes.

Suggested Topics:

Future plans:

Develop Honors courses in the Management area.

It would be great if all (who are interested) Business/Management/Marketing faculty could meet once a month for lunch and discuss how to improve contacts in the community and better prepare our students for the work world. The purpose is to get more faculty to reconnect to AVC.

Send the list of leads for each area to all faculty at the beginning of each semester.

President Knudson spoke to a Marketing class. It would be great to have him participate in a Business/Management seminar for all students.

Look at the courses/programs being offered by other schools and see where we need to add additional options for the students.



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The future of most of our students does not include working in Corporate America. We need to continue to develop Entrepreneurship opportunities.

Request for ideas for additional resources:

For example, grants, industry partnerships

Work to develop more industry partnerships to increase opportunities for work experience, paid internships, and add more guest speakers (as role models) in class from the AV community.

Other items that are required by accrediting/approval/regulatory bodies:

None.



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Marketing Advisory Committee Meeting

Date & Time: Friday, May 29, 2015 8-10:30am

Location: BE 207

Participants/Attendees:

Name	Signature	Affiliation
MaryAnne Holcomb	Signature page submitted	AVC Faculty
Kathy Osburn	to Christi Crosby	AVC Faculty
David Adams		AVC Faculty
Chuck Kokoska		AVC Adjunct Faculty
Larry Veres		AVC Adjunct Faculty

Recommended Topics:

Program Updates:

Introduce new Marketing courses to meet the rapidly changing needs of Marketers in the Digital Age.

Develop an AMA (American Marketing Association) club on campus.

Program Outcomes:

For example, enrollment, completers, % passing licensure/credentialing exams

As CORs are updated, faculty will review SLOs and make any necessary changes. Work to develop common assessment tools for all courses/all SLOs. Invite all adjuncts to participate to encourage more SLO assessment and data collection.



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Curriculum Updates:

Change the name of MKTG 121 - **Salesmanship** to:
MKTG 121 - **Sales Management**

Develop a course in **Social Media Marketing**. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet about an event, product, service, brand or company.

Develop a course in **Supply Chain Management**. Supply chain management is the streamlining of a business' supply-side activities to maximize customer value and to gain a competitive advantage in the marketplace. Supply chain management (SCM) represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible.

Develop a course in **E-commerce**. E-commerce is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Students would be taught how to sell products online.

Comments from Industry Participants/Open Forum:

Following are the list of skills lacking by entry-level employees. These issues could be addressed through a Business/Marketing seminar or classes offered by Corporate and Community education.

Life skills, budgeting, responsibility for actions, dealing with difficult people, time management, planning and motivation.

How will Businesses handle all the positions available when Baby Boomers are retired? We must make sure to incorporate this discussion in all Marketing classes.



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Suggested Topics:

Future plans:

Develop Honors courses in the Marketing area.

It would be great if all (who are interested) Business/Management/Marketing faculty could meet once a month for lunch to discuss how to improve contacts in the community and better prepare our students for the work world. The purpose is to get more faculty to reconnect to AVC.

Send the list of leads for each area to all faculty at the beginning of each semester.

President Knudson spoke to a Marketing class. It would be great to have him participate in a Business/Marketing seminar for all students.

Look at the courses/programs being offered by other schools and see where we need to add additional options for the students.

The future of most of our students does not include working in Corporate America. We need to continue to develop Entrepreneurship opportunities.

Request for ideas for additional resources:

For example, grants, industry partnerships

Work to develop more industry partnerships to increase opportunities for work experience, paid internships, and add more guest speakers (as role models) in class from the AV community.

Other items that are required by accrediting/approval/regulatory bodies:

None.



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Office Technology Program Committee Meeting Minutes

April 24, 2015 8:00am BE 207 (AVC Campus)

The meeting was called to order at 8:00am

Attendees:

Deborah Sullivan Ford	AVC Office Technology Discipline Faculty
Kathleen Ballestero	AVC Office Technology
Hilda Barakat	AVC Health Sciences
Sandy Petersen	Kaiser-Permanente
Rick Motawakel	AVC Office Technology Department Chair
Wendy Stout	Antelope Valley Hospital

Non-Attendees:

Jane Frye	High Desert Medical Group
Gail Lofdahl	AVC Office Technology
Denise Walker	AVC Health Sciences
Sharon Wilson	AVC Office Technology

Discussion Items:

1. Review of Minutes from 2014 Advisory Committee Meeting - Deb Sullivan Ford stated review of previous meeting minutes recommended development of a Microsoft Certification program. Prior research conducted by Deb before this meeting found that AVC offers the courses which provide the technical training for students to gain the skills and knowledge needed for the certification testing, however the actual certification testing is conducted offsite by two external and local Antelope Valley organizations. AVC CA and CIS instructors refer students to these agencies for testing purposes. The cost for AVC to offer such testing would include costs to maintain annual certification and recurrent training for AVC instructors. This additional cost coupled with the existence of two local agencies which offer the testing services at minimal cost, justify not offering Microsoft certification testing through AVC.
2. Review of Existing AVC Related Medical Assisting Programs
 - a. Deb began the discussion by addressing the color coded program breakdown for visual comparison between the Administrative Medical Assisting (AMA), Clinical Medical Assisting (CMA) and Medical Assisting (MA) Programs currently offered through AVC (ATCH 1). Wendy Stout commented the CMA and MA programs do not both need to exist as the CMA program requirements are fully encapsulated within the MA program. Kathleen Ballestero pointed out that the MA program prepares students for state certification testing, but the CMA and AMA

programs do not. This shed further light on the invalidity of the CMA program. Wendy believes the AMA program should include more of the billing aspect of medical billing and coding. Kathleen agreed by noting that the advent of electronic health records (EHRs) based on her industry experience has resulted in many nurses not being able to successfully transition from using paper records to the EHR technology. Wendy noted AVC students need both a medical assisting path and a front office [medical billing and coding] path. A student who is participating in a medical billing and coding program does not need the medical office assisting courses as billing and coding does not require clinical education hours or State certification testing. Medical assisting students, on the other hand, do need clinical hours and state certification testing. Sandy Petersen noted her professional experience is to view candidates with medical assisting backgrounds as capable of performing clinical duties in support of the physician. It was understood that the use of "medical assisting" within the AMA program title as it relates to the degree and certificate offered by AVC can be misleading and contrary to industry employer expectations. Sandy stated Kaiser Permanente is moving away from using medical assistants and working more with LVNs. The organization prefers LVNs who can give injections and provide clinical support. Currently, medical assistants within the Kaiser organization can only provide clinical support under the direct supervision of LVNs or physicians. This dual role of two individuals to support one function is one of the reasons Kaiser is moving toward the services of LVNs as opposed to MAs. It was noted by a committee member that students who graduate with a degree or certificate as a Clinical Medical Assistant could not be hired at Kaiser for medical assisting purposes. Deb asked for a committee consensus on the phasing out of the existing CMA program at AVC and the committee agreed.

- b. Deb asked if the length of the CMA certificate (in terms of unit requirements) offered by AVC was considered excessive. One of the goals presented by AVC Senior Leadership is to reduce the length of time it takes for AVC students to successfully obtain an MA certificate at AVC. Other community colleges, as well as private institutions, offer the same certificate program in lengths of 9 months, one year and eighteen months. Currently, AVC students spend two years to complete the same certificate. Upon review of the existing MA certificate program, Wendy commented that the only thing omitted from the program were the general elective requirements necessary for the degree. Wendy and Hilda were asked to conduct research over the next two months and consider whether any existing components of the MA certificate program at AVC are unnecessary for a certificate program and whether any such unnecessary course offerings can be removed to help reduce the time needed to complete the MA certificate program requirement. The question of whether part of the problem contributing to the length of the MA certificate program completion was the frequency of AVC course offerings was discussed. Deb agreed to work with Rick Motawakel and Dr. Cowell to review the frequency of AVC course offerings and the number of students previously participating in the MA and CMA programs to determine whether AVC's frequency of course offerings is a significant contributing factor to the lengthy completion time. Committee members were asked to email everyone their findings within the next two months as opposed to waiting until the next meeting in October.
- c. Wendy noted a clear absence of a hospital ethics course, as well as existing industry and higher education requirements for students to take such a course. Specifically, Wendy noted that students who graduate from AVC's MA program and who also go on to higher education at the university level, find they need to complete a hospital ethics course for admission. As a result, the same students end up taking an online hospital ethics course through a different institution at an additional cost in order to meet university requirements. Wendy recommended AVC add a

Hospital Ethics course component in the existing MA program, and commented that such a course could satisfy the diversity or humanities requirement [for transferrable courses]. It was questioned whether a representative from Counseling could be consulted on this. Deb agreed to check with Counseling and work to have a Counseling representative available for the October meeting. Sandy stated AVC's MA program offers excellent training for the medical field and gives kudos to AVC for the program.

3. Development of a Medical Billing and Coding Program

- a. Deb asked everyone to review the Model Career Path handout (ATCH 2) and enter into a discussion about the information and how it relates to AVC's existing MA, CMA and AMA programs as well as the development of a Medical Billing and Coding Program. Wendy questioned East Los Angeles College's inclusion of an Introduction to Pharmacology course. Kathleen responded that it is important for medical billing and coding employees to have an understanding of site codes and J codes because of the requirement to bill for certain drugs. The Introduction to Pharmacology course introduces the students to medical terminology. Wendy noted that the course for the Medical Assisting program addresses chemical breakdowns. Sandy commented the importance for billers and coders to be able to break down codes. Kathleen said such a course serves to introduce the students to medical terminology, vaccines, doses, and more. Wendy stated a differentiation in naming convention needs to be made between the existing Introduction to Pharmacology course offered as part of the MA program and such a course offered for a medical billing and coding program. Wendy suggested naming the course Introduction to Billing Pharmacology. The committee agreed.

- b. Deb asked the committee to consider the foundation of the existing AMA program and how it can be developed into a Medical Billing and Coding Program. Wendy noted the need for an advanced medical coding course needs to be added as the first step in building the AMA program into a Medical Billing and Coding Program. Other observations noted by the committee are the need to add courses for Ambulatory Care Coding and Introduction to Billing Pharmacology. Kathleen asked Sandy if the development of a medical billing and coding program at AVC could lead to higher consideration of AVC students as candidates within the Kaiser Permanente organization and Sandy responded that it would. Wendy noted the need to add a requirement for an anatomy course such as biology or physiology. Kathleen stated a human anatomy course would satisfy the knowledge requirement. Both members recommended the inclusion of Introduction to Anatomy and Physiology, as course requirements for a medical billing and coding program. Wendy stated the need to ensure the course is offered as an Introduction to Pathology course as opposed to a Pathology course to delineate that billing and coding students would not need to get into coursework such as tissue samples. Wendy recommended the Introduction to Pathology course should also be made a prerequisite for the Introduction to Anatomy and Physiology course. The question was asked whether English, Basic Math, Reading and the OT121 and CA 103 courses should be prerequisites for the billing and coding program. Rick addressed the correlation between establishment of prerequisites and reduced enrollment. Deb suggested adding a recommended course of study for the program to encourage students to take certain courses first instead of establishing a prerequisite. Rick suggested making certain courses concurrent enrollment courses and also adding advisories as opposed to prerequisites.

- c. Wendy and Kathleen addressed the need to establish a lab for medical billing and coding purposes. Deb agreed and stated one of the recommendations needed from the committee is that research and funding for such a lab should be pursued. The committee agreed to this as a recommendation. The discussion moved to the location of such a lab. Deb suggested the lab would need to reside within the Health Sciences building. Wendy noted one lab is currently only in use twice a week for Respiratory care and MOA courses. Deb stated the need to have a dedicated computer lab for Medical Billing and Coding if at all possible. Kathleen agreed. When the committee was asked whether to recommend research and pursuit of funding for a medical billing and coding lab, consensus of approval was given.
4. Employer Expectation for Graduating Students' Skills and Knowledge - Kathleen and Wendy discussed the differences and similarities between front office work and back office work within the medical industry. Kathleen stated that if students can do something administratively where they go through a medical coding and billing program, it affords obtuse branching into career fields which include research specialist, billing and coding. With such experience a student could also move on to a career as a unit secretary for an organization such as Antelope Valley Hospital. Kathleen asked Sandy whether students participating in AVCs existing AMA program would be eligible for work experience at Kaiser. Sandy said she could speak with Kaiser's Public Relations Department about this inquiry as Kaiser does have an existing need for AMA related skills. Rick questioned whether committee members were confusing occupational work experience with internship. Sandy said that she inadvertently did. Wendy reminded the committee that OT 199 serves to facilitate internships which afford college credit. Kathleen identified the need to meet with members of the community to open up volunteer opportunities to assist students in gaining career experience. Wendy addressed her relationship with Antelope Valley Hospital and said there should be no reason why that organization would not want to open up an internship opportunity for AVC students. Wendy offered to check into this possibility.
5. Accreditation – Deb changed the discussion to the subject of accreditation for AVCs existing medical assisting programs. Information was presented to the committee identifying accreditation fees associated with the Accrediting Bureau of Health Education Students (ABHES) and the Commission on Accreditation of Allied Health Education Programs (CAAHEP) whose accreditation is offered through the Medical Assisting Education Review Board (MAERB). Committee members discussed the benefits of accreditation which includes oversight, quality assurance, current industry standards and trends, guidance for strengthened curriculum, monitored tracking of student success through employment upon program completion, and an improved reputation for AVCs medical assisting programs which could result in strengthened community ties. The committee agreed that accreditation should be pursued.
6. Alignment of OTP Committee's Focus and AVC Institutional Goals – Deb introduced the Education Master Plan Goals for Antelope Valley College (ATCH 3) and referenced the highlighted areas which are those AVC institutional goals which align with what the OTP Advisory Committee is working to accomplish. Deb asked all Committee Members to review the highlighted goals and keep them in the back of their minds as the committee moves forward.

Recommendations

The following recommendations were presented by the committee both during the discussions and at the end of the meeting.

- a. Research and secure funding for accreditation and oversight of a Medical Assisting and a Medical Billing and Coding program.
- b. Research and identify ways to shorten the unit requirement (and ultimately the length of completion) for the existing Medical Assisting Program.
- c. Strengthen the existing Medical Assisting (MA) program by adding a hospital ethics course component.
- d. Expand the existing Administrative Medical Assisting program and develop it into a Medical Billing and Coding Program. Change the name of the newly expanded program to remove "Medical Assisting" from the title. Consider course offerings to include Introduction to Billing Pharmacology, Introduction to Anatomy and Physiology, Ambulatory Care Coding, Advanced Principles of Coding for the Medical Office, and Introduction to Pathology.
- e. Phase out the Clinical Medical Assisting (CMA) program from AVC course offerings.
- f. Secure funding and approval for the position of a Director of the Medical Assisting program. The Director would be responsible for oversight of the Medical Assisting and Medical Billing and Coding Programs for AVC.
- g. Conduct Research and secure funding for the establishment of a Medical Billing and Coding lab.

Action Items

Follow up action item status requests will be sent to all committee members within two months regarding action items discussed in this meeting. Emailed status updates will be compiled and made available to committee members at that time. Action items stemming from this meeting are as follows:

- a. Wendy and Hilda will conduct research to consider whether existing components of AVC's MA certificate program can be omitted to help reduce the certificate completion time to less than two years. **Discussion Item 2(b)**
- b. Deb will work with Rick Motawakel and Dr. Cowell to review the frequency of AVC course offerings to help identify inadequacies which may contribute to the lengthy MA certificate completion time. **Discussion Item 2(b)**
- c. Deb will verify through Counseling that the inclusion of a Hospital Ethics course for the Medical Assisting (MA) program can satisfy a diversity or humanities requirement for a transferrable course. **Discussion Item 2(c)**

- d. Sandy agreed to speak with Kaiser Permanente Public Relations and inquire whether a volunteer work experience program could be established between the organization and AVC AMA program students. **Discussion Item 4**

- e. Wendy will check into the possibility of an internship program for AVC students with Antelope Valley Hospital. **Discussion Item 4**

The next meeting will be held in October 2015. Deb will send out requests for availability in Sep 2015 to all committee members, and based on responses, the date for the October meeting will be set.

The meeting was brought to a close at 9:23am.

Attachments

- ATCH 1 Medical Assisting Degree Programs for AVC
- ATCH 2 Model Career Path/Model Program Handout
- ATCH 3 Educational Master Plan Goals

Distribution:

Office Technology Program (OTP) Committee Members

Cc: G. Kastner, K. Cowell, C. Goodman, J. Stephens



ANTELOPE VALLEY COLLEGE

Agenda/Minutes Template	Day, Date Meeting Place Time – (Start to Finish)
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Type of Meeting: *Real Estate Advisory Committee*
Please Review/Bring: Supporting documents

Committee Members:
Linda Arquieta-Herrera AVC Adjunct Faculty
 David Lloyd – Owner/Broker Realty Executives Valencia
 Mark Troth - Owner/Broker Berkshire Hathaway Troth Realtors
 Guy Arnone – Broker/Associate Realty Executives Valencia – Called in late
 Pam Genari – Escrow Officer Fidelity National Title Company
 Steve Lombardo – Title Officer Fidelity National Title Company
 Edgar Ibarra – Loan Manager iMortgage
 Evan Gillins – Appriaser – Gillins & Associates (absent)

Items	Person	Action
I. Approval of Previous Minutes of 11/20/2014	All	<i>The minutes were approved from the last meeting.</i>
II. Review of RE111 Class	<i>Edgar Ibarra</i>	<p><u>Issues Discussed:</u></p> <p><i>Review from Edgar Ibarra on RE111-Finance. Instructors need to add the new TRID (TILA-RESPA Integrated Disclosure) information to the class. TRID has the biggest impact to the industry. Ability to repay loans is also a current issue to be covered.</i></p> <hr/> <p><u>Action Taken:</u></p> <p><i>All agreed at meeting.</i></p> <p><u>Follow Up Items:</u></p> <p><i>Information to be provided to instructor for class.</i></p>



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<p>III. Review of RE101 & RE105</p>	<p>David Lloyd</p>	<p>Issues Discussed: New Purchase Agreement in December 2015. TRID is a recurring theme that needs to be included in RE classes. Books are dated for classes. Ensure TRUST Purchase agreements are covered in classes.</p> <p>Action Taken: Comments noted in minutes</p> <p>Follow Up Items: Provide information to instructors Review course books</p>
<p>IV. Review of RE121</p>	<p>Mark Troth & David Lloyd</p>	<p>Issues Discussed: New Purchase Agreement in December 2015. TRID is a recurring theme that needs to be included in RE classes. Listing agreement needs to be covered in curriculum. Ensure students understand clearly how the contract works and the legal implications of it.</p> <p>Action Taken: Comments noted in minutes</p> <p>Follow Up Items: Provide comments to instructors.</p>
<p>V. Review of RE141</p>	<p>Pam Genari, Steve Lombardo</p>	<p>Ensure TRID is covered in class. Special attention needs to be paid to Title Reports, they are seeing large amount of problems because agents don't understand how to interpret the title reports. The different types of estates need to be covered. Real Estate withholding is another area that should at least be covered in class.</p>
<p>VI. Review of RE161</p>	<p>Linda Arquieta Herrera</p>	<p>David Lloyd - Property Management requires Trust Account, Proof of E&O insurance and DBA license, make sure this is in class. CAR.org has a good reference of questions and answers that the instructor may find helpful. Guy Arnone had comments about class in general for potential income for agents: Rental rates are at all-time highs Still a lack of affordable rental housing in Southern California California still leads the nation in one of the most tenant friendly states Great opportunity for traditional real estate brokerages to earn income and property management.</p>



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<p>VII. Review of RE131</p>	<p>Linda Arquieta Herrera</p>	<p>Evan Gillins did not attend. Multiple attempts to reach Mr. Gillins since he participated last year. Have not heard back but will follow up.</p>
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AVC RE Advisory Committee Meeting AGENDA
Thursday November 20, 2014 10am - noon
BE 207 conference room

1. Introductions
 - a. Mark Troth – Broker/Owner Berkshire Hathaway Troth Realtors
 - b. David Lloyd – Owner/Broker Realty Executives Valencia
 - c. Guy Arnone – Broker/Associate RE professional Realty Executives Valencia
 - d. Rita Dickson – Escrow Officer -First American Title Company
 - e. Darth Eliopulos – First American Title Company
 - f. Edgar Ibarra – Manager - IMortgage
 - g. Marcy Bramson – Broker Associate – Home Based Realty
 - h. Evan Gillins Appraiser - Gillins & Associates
2. Brief purpose of meeting by Linda Arquieta Herrera – Adjunct Faculty
3. Feedback and recommendations from committee members on review of real estate classes
4. Summary of proposed suggestions
5. Next steps and future involvement

NOTES FROM MEETING:

Area of focus:

- a. Mark Troth – Broker/Owner Berkshire Hathaway Troth Realtors – RE121 Legal Aspects of Real Estate, RE101 Real Estate Principles, RE105 Real Estate Practices
- b. David Lloyd – Owner/Broker Realty Executives Valencia - RE121 Legal Aspects of Real Estate, RE101 Real Estate Principles, RE105 Real Estate Practices
- c. Guy Arnone – Broker/Associate RE professional Realty Executives Valencia – RE161 Property Management
- d. Rita Dickson – Escrow Officer -First American Title Company – RE141 -Escrow
- e. Darth Eliopulos – First American Title Company - RE141 -Escrow
- f. Edgar Ibarra – Manager – Imortgage – RE111 Real Estate Finance
- g. Marcy Bramson – Broker Associate – Home Based Realty – RE105 Practices
- h. Evan Gillins Appraiser - Gillins & Associates – RE131 Real Estate Appraisal

RE 101 Real Estate Principles

Recommended to add conventional financing and seller carry back financing to area number 7 – (Real Estate Finance)

Add RESPA (The Real Estate Settlement Procedures Act) to area number 7 – (Real Estate Finance)

Instructor to be aware of any new laws

Ensure new purchase contract is covered since it affects the release of earnest money in a cancellation with the new contract form

The committee felt that the course was good. They wanted to make sure that the two items above were definitely covered.

The course does state that students will review newspaper articles. The committee recommends a mandatory area for the class to keep abreast of changes in law, policy, and/or forms for realtors as these can change the way business is conducted.

RE105 Real Estate Practices

Course is consistent with practices. Ensure instructors are keeping current with legislation and forms, make current events part of class.

For section II (Marketing) add technology as most agents utilize web pages and all the latest in technology to stay competitive.

RE111 – Real Estate Finance

Section 7 - Add Truth and Lending to and APR to the overview of the loan process.

Section 8 - Add the life cycle of loans: How money is transacted so that the agents understand how the loans work and when and why they are sold

Section 11 - Ensure Cal Vet is covered

Proposed programs:

Internship for professors teaching real estate: Mark Troth and IMortgage would be willing to mentor

RE121 – Legal Aspects of Real Estate

Note to ensure up to the minute contracts and any new regulations are included in course material with new purchase agreement contract emphasized.

RE131 Real Estate Appraisal

The appraiser asked if this particular class was accredited for continuing education.

Emphasis on vacant land (it is listed as being covered in class outline)

Uniform Standards of Professional Appraisal Practice (USPAP)

Becoming an appraiser the process can be very confusing. There are opportunities to work in the field that may not be readily known.

Suggestion of adding a section devoted to the Appraisal career.

Topics: How to obtain your license and what it really means; two years' experience, apprenticeship, three years to get certified. Cities hire appraisers to do eminent domain and even Edison may hire some appraisers.

RE141 Escrow

Recommends a comprehensive career section which would cover compensation and typical hours of the escrow job. In addition would cover all jobs or areas of escrow that an individual could work in without being an escrow officer.

When covering contracts ensure that new purchase contract is covered in detail as it directly affects escrow and how they handle earnest money.

Emphasis needs to be places on the cancellation contract and paragraph in purchase contract for cancellation because this is a huge issue for escrow when it is not done properly (this escrow officer says about 50% are incorrectly done), many agents are doing the forms incorrectly.

Focus on hands on experience in reading and what to do when there are issues with preliminary title reports and preliminary changes of ownership.

Emphasize the need for computer skills in the escrow office.

New book is needed (this issue was addressed last semester and I believe we have a new one ordered).

RE161 Property Management

One of the areas that needs to be addressed is tenant law. There is a need for expertise in this area of property management. California tenancy law specifically for those that will be working in this field.

Include area on trust funds, below is the link to the DRE

<http://www.dre.ca.gov/files/pdf/re13.pdf>

One of the areas of concern that the brokers feel needs to be addressed in the class is that the licensed agents are accountable to the broker when they do property management as their license is hung with them. The licensed agents cannot do property management as a side business when their license is hung with a broker.

Proposed Ideas:

The committee suggested additional courses to develop the serious student to fully prepare for becoming a working real estate agent able to create business for themselves. These courses could be offered to the students who intend to be a working agent. Mark Troth offered to allow students who pass these extra classes to intern at his brokerage. Edgar Ibarra also offered internship opportunities at Imortgage as well as the escrow officer from First American Title Company.

Again, Mark Troth and Edgar Ibarra offered to allow professors who want to gain hands on knowledge of the course they teach to come in and gain experience on any specific area they wanted.

Previous notes from the overview also mentioned ideas such as the ones above. Follow up would be needed to see if any classes were developed.

The committee also noted that there are books actually written by people in the industry who are specialized versus some of the authors who did not appear to hold specific expertise in the field.

Facilitators Notes:

The meeting started at 10am and ended at 11:45am. The committee was very engaged and provided good feedback. Consistency within the course material was a recurring theme. Since the courses do touch on the same subject matter in some cases ensuring instructors are providing the same information.

Being an instructor in real estate, I thought perhaps we could create a central repository where changes in the real estate industry could be documented and the instructors could go in and see if

they need to include the changes in the courses. This would help any instructor(s) who may not be actively working in the real estate field but would have access to up to the minute changes.