

SRJC Business Dept. Advisory Committee

11/10/25 3:00 – 4:30 pm

Doyle Library 3rd Floor Conference Room

<https://santarosa-edu.zoom.us/j/4845583687?omn=87322894947>

Call to Order:

1. Committee Purpose

Purpose: The primary purpose of the Business Advisory Committee is to (1) assist the Business faculty at SRJC by providing Program recommendations, evaluations, and suggestions that serve the needs of the students and the local industry, and (2) to provide expertise pertaining to business systems, processes and changes so that programs remains current and vital.

Objectives:

1. to provide an opportunity for communication between program educators and industry representatives
2. to focus on how to improve Business Career Education opportunities
3. to maintain positive alignment between industry needs and Business Program content

2. Introductions

Action Items:

1. Approval Meeting Minutes

New Business/Discussion/Voting:

1. General District Updates re: SRJC – report/discussion
2. SRJC Business Completer Data – report/discussion
3. HR Program Revisions – discussion/vote
4. Digital Marketing Certificate – discussion/vote
5. AI for Business Program – discussion/vote
6. Associate Faculty Opportunities – announcement
7. Other Business

Updates from Committee Members:

Please prepare a 3-4 minute update in response to the following: *“Please highlight any changes and trends in your business/operations that have emerged since we last met. In what ways might our specific Business Department programs support your industry sector and better prepare our students to contribute and respond? Address related workforce impacts and opportunities, such as demographics, economic/legislative, AI, marketing, social media, etc.”*

(If you are not able to attend the meeting, please consider sending your update to Kris Dalby at kdalby@santarosa.edu).

In preparation for our meeting, kindly review the attached data regarding our student certificate and AA completions. Also, review the current list of AA degrees and career certificate programs offered in the Business Department here:

<https://bd.santarosa.edu/certificate-programs>

<https://bd.santarosa.edu/majors>