

## SRJC Business Dept. Advisory Committee

8/15/24 1:30 – 2:30 pm

Doyle Library 3<sup>rd</sup> Floor Conference Room

<https://santarosa-edu.zoom.us/j/81883311411>

**Members Present:** Michael Tracy, Spence Bader, Dave Farner, Carmen Cervantes, Kelly Bass Seibel, Crystal Managhas, Alex Crossman

**Guests and SRJC Present:** Roy Gattinella, Rachel Smith, Peggy Smith, Gayle Goldstone, Alisa Avelar, Mariana Almaraz, Jane Braynard Barr, Alta Erdenebaatar, Kim Kinahan, Al Yu, Steve Fichera, Ira Pollack, Ryan Wenzel, Gina Lord, Bill Comings, Katie Seder, Michele Chaboudy, Brad Davis, Kyle Riggle, Kris Dalby

**Quorum Established:** Yes

**Reminder: Committee 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 remain current and vital.

**Announcement:** Steve Herndon, long time Real Estate Program Coordinator and instructor passed away.

**Action Items: Approval previous meeting minutes:** Approved

### **New Business/Discussion/Voting:**

1. General District Updates re: SRJC: Brad reported that enrollment is up between 6-8%, in person instruction is growing for the entire college. Business Department reached 3,000 students at the start of the semester. There were no cancelled classes in Business this semester. Dr. Garcia is working on the 4 pillars of education. College is working on expanding dual enrollment and CCAP for students currently in high school. There are more high school students in class this semester, and a greater overall diversity. Currently there are about 15,000 students enrolled, 681 of them from high school. This appears to be a post COVID surge. Business is offering classes in many formats: fully in person on campus, hybrid with both in person and asynchronous instruction, fully asynchronous classes, and HyFlex which allows students to toggle between online or in person.
2. Real Estate program: We are interviewing for more RE instructors and working on identifying a new coordinator.
3. Classes in Spanish: Maraiiana is teaching QuickBooks fully in Spanish. This appears to be popular filling a need in the community. Discussed was the possibility of teaching QuickBooks as a non-credit course. The committee voted to recommend.
4. HR Program Coordination: Ryan Wenzel is working with Peggy Phipps and will be taking over the program next year.

5. AI for Business Program: The committee discussed a program for AI, suggestions included AI for marketing, and AI prompt design. The committee voted to recommend.
6. Other Business: Kim presented information on our Handshake Job Board.

### **Updates from Committee Members:**

- Mike Tracy: Wine industry is facing issues. Currently a 10% decrease in sales and consumption. Visitation to tasting rooms is down, wine prices are up. Boomers are drinking less, and GenZs are either not drinking or are drinking mixed drinks.
- Kelly Bass Seibel: 2022 was good, 2023 tourism is way down. A survey shows that this applies to both Napa and Sonoma. Issues include lack of awareness of our area and traveling elsewhere as San Francisco has developed a bad reputation that reflects on us. Health guidelines on drinking are dropping, which also affects breweries. Mock tails are gaining in popularity.
- Carmen Cervantes: There have been recent legislative changes that affect how buyer and agent work together. Each company may have different fee schedules, communications needs to improve.
- Dave Fahrner: NAR and DOJ legal issues are resulting in changes on how commissions are paid, they now must be negotiated. Insurance is still a big issue in California, interest rates are softening, inventory is low, money is expensive. The RE industry will still continue to grow.
- Alex Crossman: County is looking at more AI literacy in its employees. Staff is expensive and there are lots of inefficiencies in day to day work. AI is being used more to improve efficiency. Microsoft is working on HIPAA complaint AI,
- Spencer Bader: SCORE is not seeing many SRJC students at their webinars or consulting. SBDC helps get documents ready for funding, SCORE is more coaching, business plans, and mentoring. AI is important. Most entrepreneurs will need instruction in digital marketing, financials, and human resources. SCORE might be interested in having office hours at the JC for our students.