

## Accounting and Business Joint Advisory Board Meeting Minutes

June 18, 2019

Attendees: Sara Seyedin, Lisa Drake, Art Ardizzone, Michael Chang, Kurt Hueg, Laurence Lew, Natasha Mancuso, Joe Mayer, Mike Mohebbi, Teresa Ong, Holly Wong Agbayani, Nicole Goldstein, Courtney Karens, Lisa McIntyre-Hite, Douglas Radtke

The meeting began around 4:05 PM with a welcome message from Laurence Lew and detailed introductions from the board.

The discussion began with a review of the business program focusing on data analytics and the business department's partnership with Pathstream and Silicon Valley Bank. Courtney Karnes stated that the biggest problems that companies are having currently is accessing talent. There is demand for data visualization skills as well as software development skills.

**There was discussion of the of new certificate being offered in the Business Department, their Digital Marketing Certificate in conjunction with Facebook and three new classes being offered in conjunction with this certificate including Data Analytics.**

Sara Seyedin then updated the group on the state of the Accounting Department including the work being done to update certificates to transcriptable status and development of the Accounting Information Systems class.

The emphasis of the meeting was getting feedback from the Advisory Board on what students need to know going forward to be marketable.

Suggestions included:

- Round table discussions, mock interviews
- Learning how to develop approaches to problem solving
- Portfolios as a showcase for student work
- Bringing their authentic selves to work – being comfortable with yourself
- Personal branding
- Field trips to meet actual CEOs, Bankers, etc. in order to learn how to meet people in business
- Learning what is acceptable behavior in corporate America and who your audience is
- Using LinkedIn as a tool
- Learning how to network in person – striking up conversations with people who do not look like you
- Developing active listening skills
- Using badges as a hiring mechanism
- Corporate boot camp during spring break as a way to simulate internship experiences

The board was thanked for their time and the meeting adjourned at 5:30 PM