

VENTURA COLLEGE

Minutes of the Business Advisory Committee

Date: March 3, 2017

Minutes:

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
Welcome	Meeting was called to order at 11:45 by Laura Woyach.			
Introductions				
	Laura introduced the Business Program faculty and Ventura College administrators.			
Announcements				
	Laura presented the purpose of the meeting and expressed the importance of partnership with the business community.			
Discussion Items				
Business Program Update	<p>Stephanie Branca presented an overview of the Business Internship Program. She shared success stories from students who worked in various industries. She explained the need for more internship opportunities for students.</p> <p>Crystal Kallik presented information about the Business Speakers Series that is planned to begin in the fall.</p>			
Business Information Worker Pathway	A draft of the Business Information Worker Certificate Program was distributed to the council for their input. Feedback will be used to continue the process of developing this certificate.			
Social Media Marketing	Adjunct faculty member, Nick Norris, was our guest speaker. His topic was "Social Media Marketing: Harnessing Its Power for Business". Nick provided excellent information about how Social Media can be integrated in the marketing plans for small businesses. A lively discussion ensued.			

Roundtable Discussion	<p>The discussion topic was "What Businesses Need from Ventura College". Each council member introduced themselves, their business, and explained what they felt was important to their industry. Some of the key suggestions were:</p> <ul style="list-style-type: none">• Google Docs• iPad use• digital literacy• communication			
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