2024 Business Office Technology
Industry Advisory Board Meeting Minutes

Date: Thursday, March 14, 2024
Location: Cuyamaca College Room I-207
Time: 4pm-6pm

Grossmont Cuyamaca Community College

Business Office Technology Department, Advisory Board Meeting
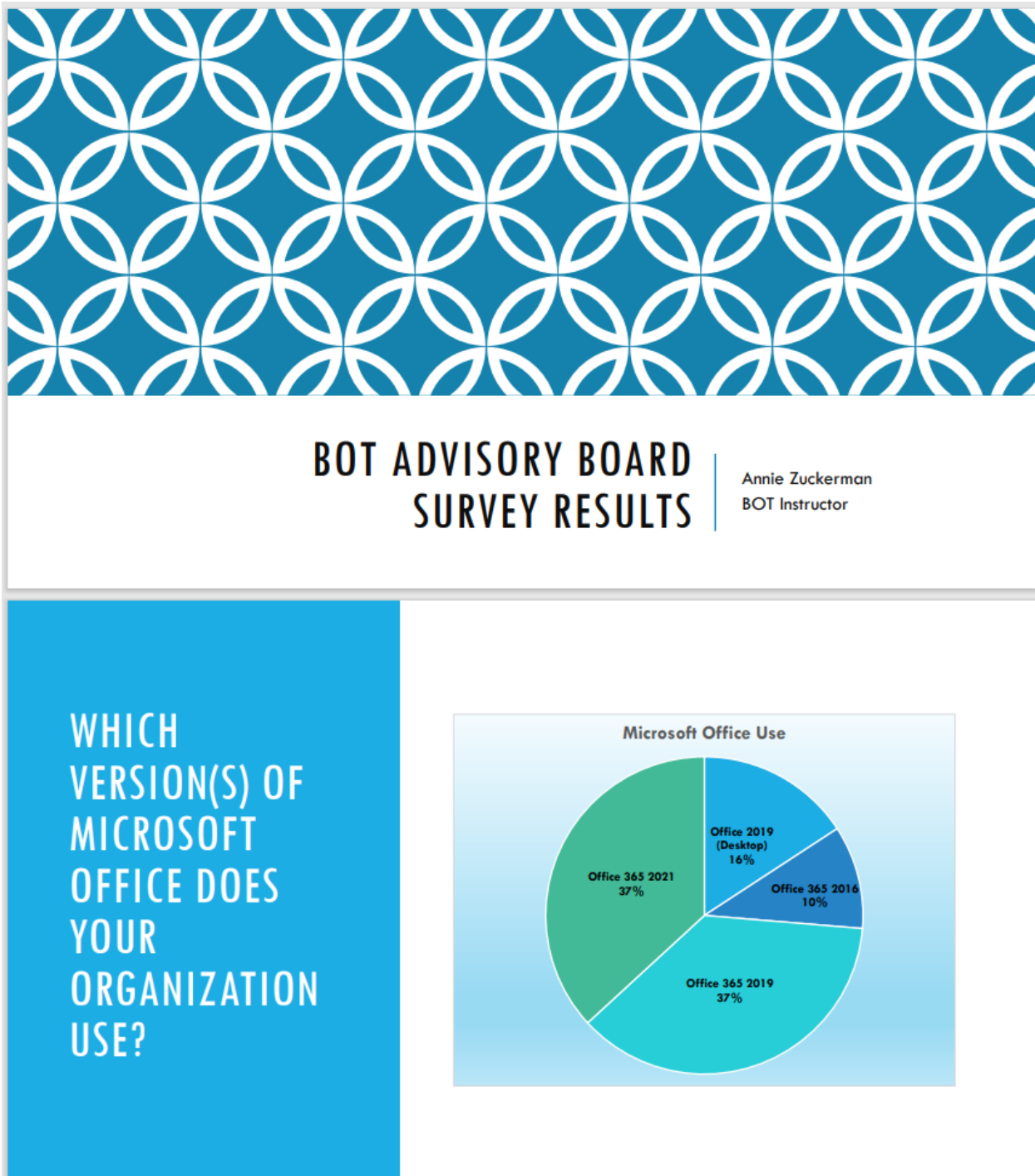March 14, 2024 | 4:00 – 6:00 p.m. | Cuyamaca College I-207

AGENDA

1. Introductions
   a. Faculty
   b. Advisory Board Committee
   c. Participants

2. Curriculum Overview
   a. BOT Course List
   b. Popular courses

3. Share Survey Results
   a. PowerPoint Presentation Summary
   b. Labor Market Demand

4. Round Table Discussion
   a. Assign Groups
   b. Discussion Topics
   c. Discussion Group Recap

5. Next steps/events:
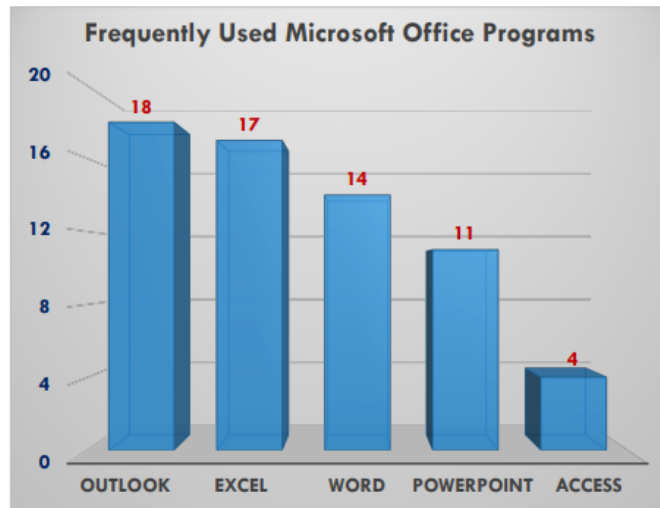   a. Cuyamaca College Student Networking Brunch 4/09

The Cuyamaca College coordinators and BOT staff from both Grossmont and Cuyamaca were present. The following business community representatives were present:

Name	Organization
Charlene Alsbaugh	Interim Career Education Program Manager, Cuyamaca College
Peter Buzyna	Principal Program Manager, Otter Products
Carol Crisp	Community Liaison, Public Consulting Group
George Dowden	Career Education Dean, Cuyamaca College
Katty Ibarra	Regional Director, Women's Business Center (WBC), San Diego & Imperial
Lynn Keane	Instructor, Business Office Technology, Grossmont College
Paul Luangkhot	Employee Benefits, Culture Insurance Group/SHRM San Diego
John Maruri	Business Services Specialist, San Diego Workforce Partnership
Candy McLaughlin	Lab Specialist, Business Office Technology, Grossmont College
Angela Nagel	Communications Manager, East County Economic Development Council
Edgar Portilla	Program Coordinator – Recruiter, Personnel Department, City of San Diego
Mariana Orozco	Branch Manager/ Employment Specialist, Express Employment Professionals
Monica Rosas	Cuyamaca College, Employer Relations Liaison
Taylor Trinidad	Manager, HR Business Partnerships, Human Resources, San Diego Airport Authority
Sosha Thomas	Instructor/Coordinator, Business Office Technology, Grossmont College
Angham Yousif	Instructor/Coordinator, Business Office Technology, Cuyamaca College
Annie Zuckerman	Instructor, Business Office Technology, Cuyamaca College

A survey was sent out 4 weeks prior to the meeting to all Advisory Board Members. The results of the survey are summarized below.

WHICH MICROSOFT OFFICE SUITE PROGRAMS DOES YOUR ORGANIZATION COMMONLY USE?

Frequently Used Microsoft Office Programs

Program	Count
OUTLOOK	18
EXCEL	17
WORD	14
POWERPOINT	11
ACCESS	4

WHICH GOOGLE SUITE APPLICATIONS DOES YOUR ORGANIZATION COMMONLY USE?

Frequently Used Google Apps

- Docs 22%
- Slides 21%
- Gmail 21%
- Sheets 18%
- Workspace 18%
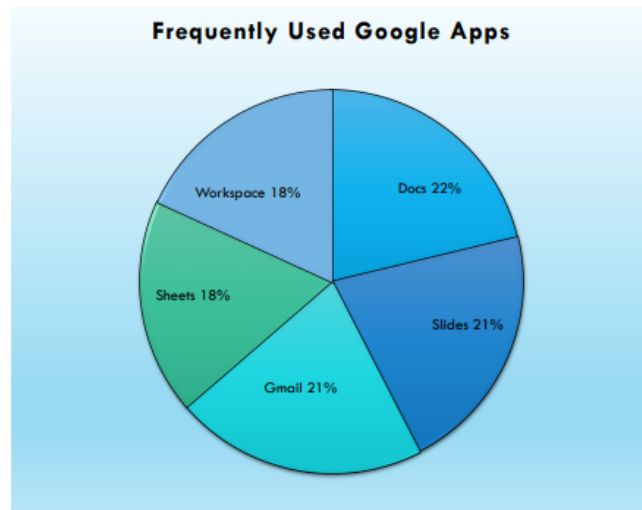
IF YOUR ORGANIZATION USES ADOBE ACROBAT, WHAT PROFICIENCY LEVEL DO YOU EXPECT IN AN ENTRY-LEVEL HIRE?
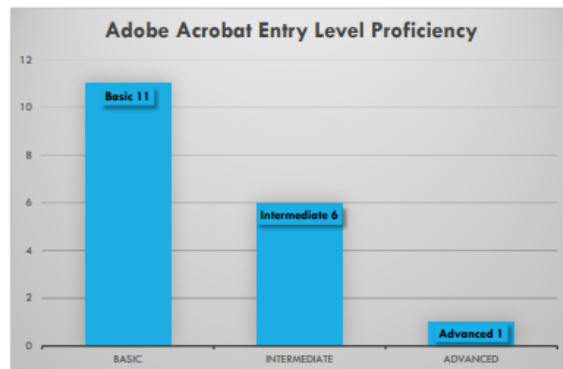
WHICH OF THE FOLLOWING TECHNICAL SKILLS ARE YOU SPENDING THE MOST TIME TRAINING NEW EMPLOYEES ON?
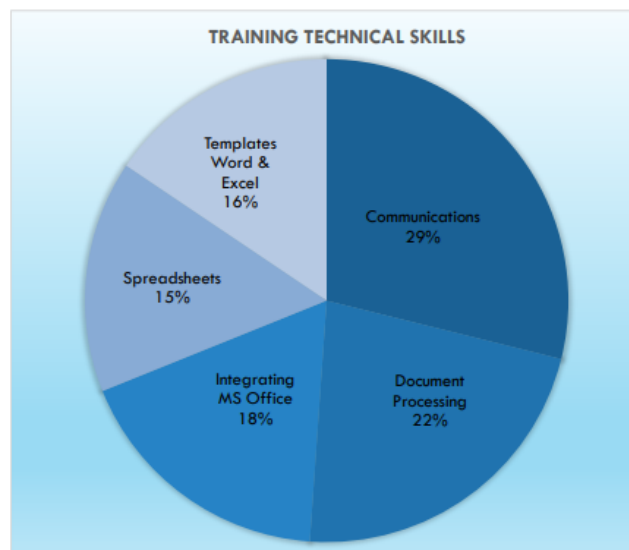
RANK THESE SOFT SKILLS BASED ON IMPORTANCE FOR ENTRY-LEVEL POSITIONS AT YOUR ORGANIZATION?

1. Oral Communication
2. Customer Service, Teamwork
3. Oral communication
   Written Communication
4. Time Management, Oral Communication
5. Teamwork
6. Customer Service, Teamwork
7. Customer Service, Organization
8. Time Management, Cultural Competence
   Public Speaking

Most Popular:
Customer Service, Oral Communication & Teamwork

DO YOU HAVE A NEED FOR BILINGUAL OFFICE WORKERS?

Need for Bi-lingual workers?

No 40% Yes 60%
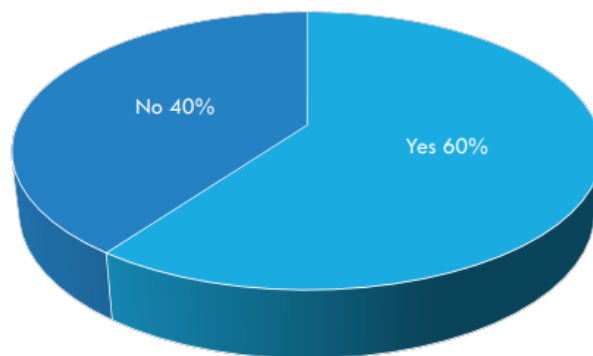
Need:
Spanish (10), Arabic (3), Mandarin (1), Creole (1)

DO YOU REQUIRE A MINIMUM WORDS PER MINUTE (WPM) TYPING SKILLS?

Typing Skills Requirement?

Not a requirement	25 WPM	30 WPM	40 WPM
16	~1	~1	~1
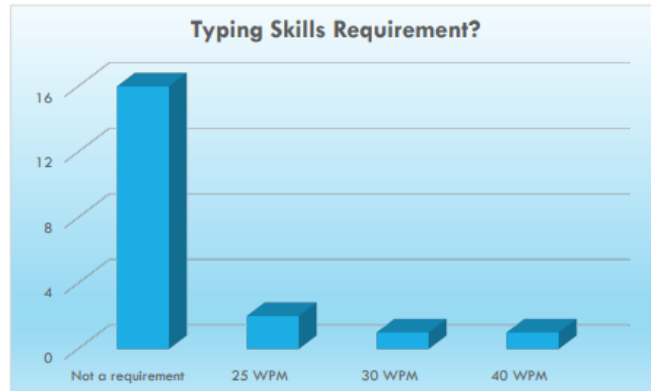
WHAT LEVEL OF EDUCATION IS REQUIRED FOR ENTRY-LEVEL POSITIONS IN YOUR ORGANIZATION?

Education Level for Entry level positions

- Associates (AA or AS) or some college 25%
- Bachelors (BA or BS) 15%
- GED or High School Diploma 60%
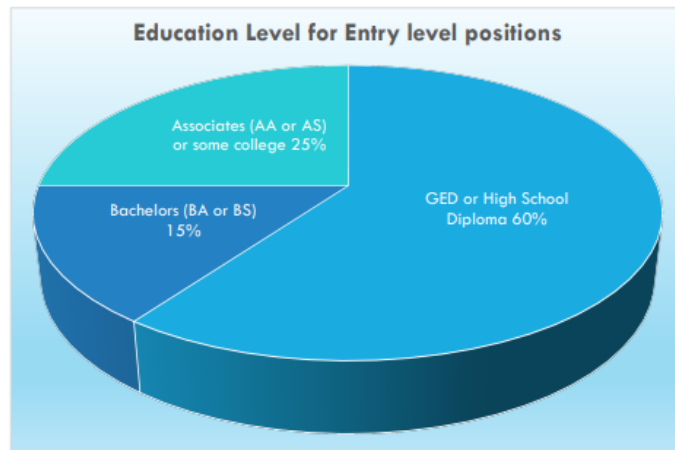
SOME STUDENTS ARE ENGLISH LANGUAGE LEARNERS. WHAT TYPES OF OPPORTUNITIES WOULD YOU BE ABLE TO OFFER CANDIDATES WHO ARE NOT YET FLUENT IN ENGLISH?

Non-Fluent in English Opportunities
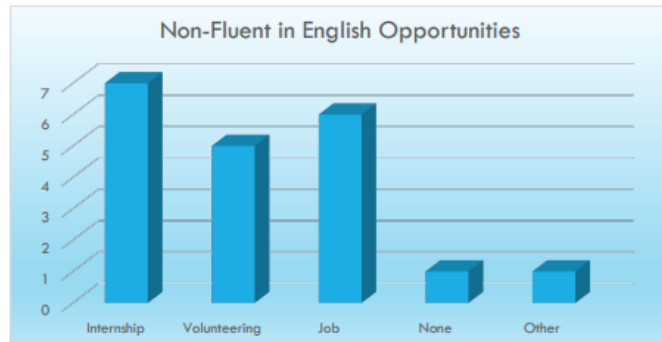
DOES YOUR ORGANIZATION HIRE FOR REMOTE, HYBRID OR IN-PERSON?

Hire Mode
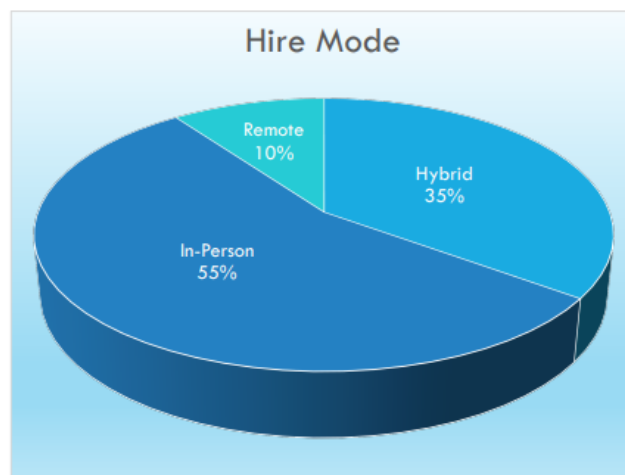
GROSSMONT & CUYAMACA COLLEGE EACH PROVIDE OPPORTUNITIES FOR STUDENTS TO PARTICIPATE IN COOPERATIVE WORK EXPERIENCE ACTIVITIES, INCLUDING INTERNSHIPS. WOULD YOU BE INTERESTED IN BEING A PART OF THE INTERNSHIP PROGRAM?

Internship Programs

Category	Value
Yes - Unpaid	5
Yes - Paid	5
No	6
Discuss further	4
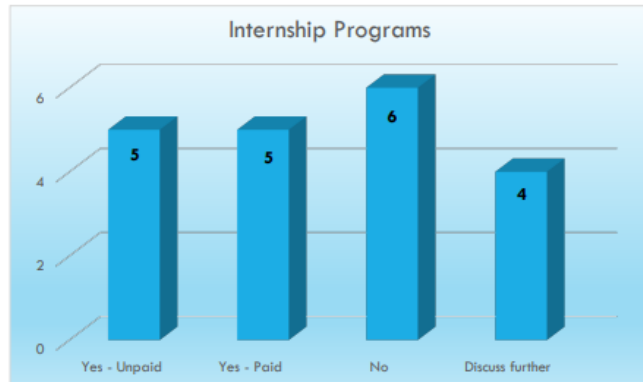
LIGHTCAST LABOR MARKET DATA INFORMATION FOR BUSINESS OFFICE TECHNOLOGY CAREERS

Report Parameters

28 Occupations

Code	Occupation	Code	Occupation
43-1011	First-Line Supervisors of Office and Administrative Support Workers	43-4011	Brokerage Clerks
43-3031	Bookkeeping, Accounting, and Auditing Clerks	43-4021	Correspondence Clerks
43-3051	Payroll and Timekeeping Clerks	43-4031	Court, Municipal, and License Clerks
43-3061	Procurement Clerks	43-4051	Customer Service Representatives
43-3099	Financial Clerks, All Other	*See Appendix A for all 28 Occupations*	

1 MSA

Code	Area
41740	San Diego-Chula Vista-Carlsbad, CA

DATA EXECUTIVE SUMMARY

Executive Summary

Aggressive Job Posting Demand Over a Thin Supply of Regional Jobs

147,317
Jobs (2022)

San Diego-Chula Vista-Carlsbad, CA is not a hotspot for this kind of job. The national average for an area this size is 175,966* employees, while there are 147,317 here.

$46,044
Compensation

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is $40,874, compared to $46,044 here.

3,547
Job Posting Demand

Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,704* job postings/mo, while there are 3,547 here.

REGIONAL COMPENSATION

Compensation

Regional Compensation Is 13% Higher Than National Compensation

For your occupations, the 2022 median wage in San Diego-Chula Vista-Carlsbad, CA is $46,044, while the national median wage is $40,874.

◆ San Diego-Chula Vista-Carls...   ◇ Nation   ◇ COL Adjusted San Diego-Chul...

Annual Compensation

←— LOWEST EARNERS   HIGHEST EARNERS —→

The group broke out into three Discussion Groups after reviewing the Survey Results. A BOT instructor acted as a moderator for each group. The following questions the corresponding answers were summarized for all groups.

Round Robin Discussion Goals/Instructions

– To try and understand how we can get our BOT students employed with the East County businesses.

– To figure out what training the employers wish we offered to our students. This will help us build our curriculum and gear it to Work Based Learning.

Round Robin Discussion Prompts

1. Please describe how Covid-19 impacted your recruitment needs such as available positions, adjusting time line, rescinding offers, going remote, etc.

   Many organizations allowed employees to continue working remotely. They felt that this allowed workers the opportunity to be flexible with their schedules and not be burdened by traffic, parking, commute hours, dress codes, and more. Workers were more productive working in the comfort of their home and were able to accommodate personal and professional tasks.

2. Which advertising source produces the most qualified applicants for you?
   Board Members identified the following sources that provided the most qualified applicants (Blue). A comment was made that Glassdoor and Reddit tend to reflect observations from disgruntled employees. LinkedIn was a valuable networking tool for both employers and employees.

   – **Indeed:** Best all-around option
   – **LinkedIn:** Best feature-rich option
   – **Handshake:** Best for recruiting students and recent graduates
   – **Learn4Good:** Best for student jobs
   – **SimplyHired:** Best job site aggregator
   – **Guru:** Best for finding freelancers
   – **Wellfound:** Best for startups
   – **PostJobFree:** Best for teams on a budget
   – **Hubstaff Talent:** Best for finding remote candidates

- **Ladders:** Best for sourcing blue-chip candidates
- **ZipRecruiter**
- **Glassdoor**
- **Government sites** (like **GovernmentJobs**.com or USAJobs.gov)
- **Others: (Locally) Craigslist, Manpower, Eastridge, Robert Half Agencies**

3. What advice would you offer students as they search for jobs and internships remotely?

Employers advise that students attend Job and Career Fairs to learn to network and become familiar with the job market and industry demands. Also, students should get help to build a professional resume tailored to the specific job, practice mock interviews, and learn to use Zoom or Skype for remote interviews. It is important to research information on the interviewer, organization and industry prior to the interview in order to ask relevant questions. Don't be too discouraged because failure is part of the learning process.

4. You have had an opportunity to look over the list of classes we offer. Which of these degrees or Certificate of Appreciation would you like to see on resumes or in a candidate during Interviews?

Three of the most important software classes offered are Outlook, Excel and Word. Outlook is more than an email app because it provides a calendar, To Do list, contact list, and access to OneDrive. Excel is a powerful data analysis tool and is the most popular application for spreadsheets, accounting, analytics, and data presentation. Word is helpful to create professional business documents. Knowledge of these three software programs are essential tools in any workplace. Effective Job Search, Office Systems and Procedures, and Computer Concepts & Applications were popular courses to help students excel in the workplace. The Business Office Technology Degree is a good degree to have in order to prepare student for employment in today's workplace with the latest technology.

5. Which classes do you think we should add?

Classes that teach students how to navigate in the Cloud, as many companies now offer network, software, database, storage and security on the Cloud. Also, teach programs that allow workers to collaborate on important work projects such as Microsoft Teams and Google Suite.

6. What hiring difficulties has your company experienced, if any?
   All of the items below are difficulties companies have experienced. Board members felt that it was really important that employees have critical thinking and analytical skills and be able to "think outside the box".

   – Insufficient applicants
   – Lack of relevant work experience
   – Lack of required credentials
   – Lack of soft/employability skills such as interpersonal skills, time management, etc.
   – Lack of technical skills/industry knowledge
   – Other:_____

7. What *type of* training are you looking to help your employees succeed?
   Most of training needs are covered in the list of courses BOT has to offer.

Grossmont and Cuyamaca Colleges have a high population of refugees who have international work experience and often earned degrees abroad, yet have no work experience in the U.S.

8. What types of positions, if any, might your company have available for students seeking to gain work experience in the U.S.?
   A few unpaid internships and volunteer work were available, and some job shadowing as well.

9. What efforts does your organization have in place regarding diversity, equity and inclusion?
   All organizations adhere to the Equal Employment Opportunity clause for the fair treatment in employment in regard to race, color, religion, sex, age, etc. Most organizations have informal policies regarding diversity, equity and inclusion.

10. What Work-Based Learning (WBL) like Internships, Mock Interviews, etc. are you open to collaborating with?
    A few unpaid internships, volunteer work and some job shadowing were available. Also, a few organizations were willing to provide guest speakers in the classroom to discuss job qualifications and industry needs.