

## 2015-16 Business Advisory Committee Meeting

February 3, 2016 - Honda Center

2695 E. Katella Ave., Anaheim, CA 92806

Meeting Commenced: 8:25 a.m.

Meeting Adjourned: 9:49 a.m.

### 1.0 Welcome/Introductions

Diana Schneider, Sr. Director of the Orange County Department of Education CTE Partnership (ROP Consortium) acted as chairperson for the 2015-16 Business Advisory Committee meeting. She opened the event by welcoming and thanking all of the employers and community and education partners for taking the time to attend the 2015-16 Business Advisory Committee Meeting. Diana explained that the main goals of the Business Advisory Committee meeting were to obtain recommendations on our CTE programs, to gather information on hiring trends and needs, and to discuss employee qualifications for entry-level jobs in their industry sector. Each member of the committee was given a course catalog and was given an opportunity to review the currently offered courses. They also received an Employer Handbook that explained how they could participate in offering CTE internships.

2.0 PowerPoint Presentation - Diana Schneider presented an overview of CTE Partnership (CTEp) and our CTE Pathways and Programs of Study. The overview included current accomplishments and outcomes of the consortium.

### 3.0 Labor Market Presentation – Ann Marshall, EDD Consultant

Ms. Marshall presented a labor market overview of Orange County. She mentioned that in 2014-15, only the Finance sector lost jobs. She shared a 2012-2022 projection chart indicating the many types of businesses found in Orange County and their current job openings. She stated that Orange County is one of the more balanced economies, with an especially large number of jobs in the healthcare industry. There is a projected 17.4% increase for all levels of jobs in all industries. This increase in hiring was confirmed by the business advisors. Of the 18 advisors who completed the survey, 100% stated they were currently hiring.

### 4.0 Business Advisors Discussion

Diana opened the meeting up for a group discussion about employee qualifications, hiring trends and whether industry certifications were required in their industry, and if so, which ones they valued most. The results of the discussions are listed below:

**Question 1:** "Think about the best entry-level employee you've ever hired. What knowledge and skills did he/she possess?"

- Commitment to the job

- Ability to multitask
- Good communication skills
- Concise and clear technical writing and research-based writing skills
- Interdisciplinary skills across the the field/industry sector
- Ability to speak multiple languages
- Resourcefulness, especially having the ability to locate information and solve problems on their own
- Basic business acumen, e.g., how to interact with supervisors, peers, customers, etc.
- The ability to apply critical thinking to their assigned projects
- Creativity: the ability to “think outside the box”
- Basic goal setting, including setting daily, weekly, and monthly goals

**Question 2:** “Do you see the need for new workers in your field increasing, decreasing or remaining steady?”

- Opterra – There is a strong need for workers in the Engineering pathway. Schools should make commitment to start encouraging students to consider Engineering at younger grade levels than currently is being done.
- Healthcare – There is rising demand for good caregivers who know how to work with the elderly and can to administer CPR
- IT Services – This company is hiring “Ethical Hackers” as a result of the world’s increasing need for higher levels of security. They need more employees who are trained in protecting computer systems from computer attacks. They also mentioned the need for a knowledgeable “hybrid” person, meaning one who can analyze data but is also able to communicate with others. Many times those with computer skills don’t have the ability to work well with co-workers or clients.

**Question 3:** “If you were a high school CTE teacher, what are the top three things you would teach your students?”

- Teamwork: the ability to interact with others in a work setting
- Problem solving: the ability to first define the problem, then determine how to approach tasks and develop solutions
- Research skills – students need to be able to locate answers on their own
- Communication skills
- Professional behavior – let them know that the business world is not like high school
- How to respond to feedback, including having good attitude towards criticism
- How to think like a business owner
- Creative thinking, “thinking outside the box”; disciplined creativity, the ability to analyze options when solving a problem
- Financial education
- Being adaptable and teachable
- Being comfortable in an adult atmosphere, e.g., professional business attire, good eye contact, not using the phone at the workplace

- How to get into the workforce: presentation skills, resume writing skills, interview techniques, firm handshake
- Being respectful towards business people, peers and customers
- Connectedness and how it relates to the business world
- Good ethics
- How to present yourself properly, including body language and how to communicate well with others
- Good customer relations skills
- Be teachable, adaptable

**Question 4:** "Which industry certifications, certificates or licenses are valued in your field?"

- Microsoft Office Certification
- Adobe Certification
- SolidWorks Certification
- Rigging License, which is needed for setting up events at venues such as Knotts Berry Farm, Disneyland, Honda Center, etc.

5.0 **Business Survey**

All employers in attendance were asked to complete an Employer Survey and Evaluation, and 18 of the 19 Business Advisors turned in a completed form. The results of the Employer Survey are attached.

6.0 After the meeting was adjourned, all the attendees were invited to participate in a tour of the Honda Center.

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Honda Center, February 3, 2016**

**ATTENDEES**

<b>FIRST NAME</b>	<b>LAST NAME</b>	<b>TITLE</b>	<b>ORGANIZATION</b>
Charlotte	Augenstein		Microsoft
Ali	Briceno		OC Veterinary Medical Center
Corey	Brixen		Brixen & Sons
Lawrence	Brown		Chapman Universtiy
Ed	Dellis		PersonaGrip Ergonomics
Bill	Fennessy		Think Together
Josh	Friedman		One Zero Digital Media
Roger	Furlong		Paton Group
Suzanne	Gentilini		OpTerra Energy Services
Leo	Gutierrez		Solo Records
JT	Hagaman		Flydra
Ariene	Hopkins		Toyota of Orange
Jeffery	Horn, Dr.		OC Veterinary Medical Center
Marc	Learner		Orange County Department of Education
Daniel	Lee		Irvine Techhub
Briana	Lewis		OpTerra Energy Services
Alicia	Lopez		Wells Fargo
Jabril	Mack		Flydra
Pete	Maddox		Commerce Technologies
Armin	Medali		Cosmo Makeup Academy
Gerardo	Melendrez		Care Ambulance
Dennis	Noack		Flydra
Michelle	Parolise		Santa Ana College, Occupational Therapy
Cheri	Sains		Fluid Gear
Tony	Sanchez		C3 Technology Services
Mario	Sanchez		Beard Publishing
Anthony	Saporito		Mission Aerospace
Christina	Sepulveda		Boys & Girls Clubs of Garden Grove
Chris	Stern		Green Tomato Grill
A. Mina	Tran		Tran Law Group
Christina	Zuniga		Mission Aerospace

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**ATTENDEES**

FIRST NAME	LAST NAME	TITLE	ORGANIZATION
Ruth	Abatzoglou	CTE Coordinator	Santa Ana USD
Chris	Allen	Ex. Assistant - Meeting Recorder	OCDE CTE Partnership
Maria	Ayala	Parent	Santa Ana USD
David	Ayala	Parent	Santa Ana USD
Kathy	Boyd	CTE/STEM/Pathways Coordinator	Orange USD
Chrissy	Cherry	Instructional Programs Assistant	OCDE, CTIEp
Myra	Clarke	CTE Director	Garden Grove USD
Cathleen	Correl	Executive Director, Secondary Education	Orange USD
Mayuri	Desai	CTE Teacher	Garden Grove USD
Brian	Donnelly	Career Pathways Trust	OCDE, Executive Director, Career Pathways Trust
Jillian	Johnson-Sharp	Coordinator Curriculum & Instruction	OCDE, Coordinator Curriculum & Instruction
June	Magarro	Cte Coordinator	Santa Ana USD
Sara	Makariou	Sr. Administrative Technician	OCDE, CTE Partnership
Ann	Marshall	Consultant	Employment Development Department
Chanmonica	Men	Student	Garden Grove USD
Terri	Nii	Teacher On Special Assignment, CTE	Orange USD
Danielle	Nii	Student	Orange USD
Eric	Padget	Assistant Principal	Garden Grove USD
Emma	Rojas	Student	Orange USD
Julie	Roney	Teacher On Special Assignment	Orange USD
Diana	Schneider	Sr. Director	OCDE CTE Partnership
Ann	Sebek	Project Manager, (Special Populations)	OCDE CTE Partnership
Kelly	Walthers	CTE Teacher	Orange USD
Yang	Raney	Parent	Garden Grove USD



CAREER  
TECHNICAL  
EDUCATION  
PARTNERSHIP  
(CTEP)

ORANGE COUNTY DEPARTMENT OF EDUCATION  
CAREER TECHNICAL EDUCATION PARTNERSHIP (CTEP)  
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**2015-16 BUSINESS ADVISORY COMMITTEE MEETING  
HONDA CENTER  
Anaheim, California**

**Wednesday February 3, 2016  
Meeting: 8:00 a.m. - 9:30 a.m.  
Honda Center Tour: 9:35 a.m. - 10:00 a.m.**

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- 1.0 Continental Breakfast/Networking
  - 2.0 Welcome/Introductions
  - 3.0 CTEp Presentation
  - 4.0 Labor Market Presentation
  - 5.0 "Let's Talk" - Group Discussion
  - 6.0 Business Survey
  - 7.0 Meeting Adjourned
  - 8.0 Tour of Honda Center

