



CBOT/CBIS Advisory Meeting Notes

Date: March 4, 2025
Meeting Place: AHC Santa Maria Campus
Fine Arts Building - Lobby
and Boyd Hall

Meeting Time: 4:00 – 8:00 pm

Note Taker: Jody Derry

Members Present: Over 300 attendees including CBOT/CBIS advisory team members, local high school teachers, AHC faculty, students, staff and community business partners

- Agenda Items**
- **Showcase of student projects and demonstrations**
 - **Presentation on skills needed and trends in the workplace**
 - **Interactive breakout sessions for Industry and Faculty**

- Discussion:**
- Business student, Jayme Meraz attended and displayed student work with a poster board and project samples. The samples were actual final projects and work done in the Office Technology program. Community members interacted and asked questions about the materials and business department faculty member, Jody Derry assisted with questions from the community. A collaboration with the city parks and recreation department was discussed with a community member to have the course work with the city to create a brochure to advertise some of the city's activities.
 - Glenn Morris, CEO Western Association of Chamber Executives presented on topics that included collaboration, bridges between education and employment and student preparation.
 - Michael Boyer, Executive Director, Santa Maria Chamber of Commerce and Santa Barbara workforce commissioner and Education office discussed bridging the gap between what employers need and applicant skills.
 - Student Success Spotlight featured students in Engineering with personal stories of success.
 - Josh William, president of principal research outlined issues facing our area: Housing and Affordability, Automation, Innovation, Changing needs, Technical innovation and niche industries. Discussion also covered how career paths may not be linear. Employers across occupations and industries report significant employment skills gaps in the workforce in the following areas and the following are recommendations to address those gaps:
 - ✓ Increase emphasis on group projects to foster skills in:
 - Communication
 - Conflict resolution
 - Teamwork
 - Problem-solving
 - ✓ Incorporate real-world case studies and role-playing exercises to allow students to practice:
 - Decision-making skills
 - Problem-solving skills
 - Taking initiative





- ✓ Offer internships & work study programs to emphasize the importance of:
 - Professionalism & workplace etiquette
 - Punctuality and time management
 - Critical thinking
 - Accountability and Responsibility

- ✓ Develop workshops, seminars, and courses to build skills in:
 - Leadership
 - Oral & written communication

Action: Review suggestions from industry on employment skills gaps in the workforce and focus on adding assignments, topics and discussions to address those gaps

Deadline: 2025/2026 School year **Responsibility:** Jody Derry, Carmen Montanez, and part-time faculty in CBOT and CBIS

Action Business Desktop Publishing course (CBOT 333) collaboration with Santa Maria City Parks and Recreation Department. The city parks and recreation department have requested to collaborate with students to create a brochure as their final class project. This would create an opportunity for the student to complete a very much needed real-world project and foster collaboration with the community. Work with the contact at Parks and Recreation to receive information about their needs for a brochure and create the brochure. This collaboration was a direct result of the student showcase at the beginning of the meeting when the Recreation Supervisor saw some of the student project samples.

Deadline: March 2025 – May 2025 (2nd 8 weeks) **Responsibility:** Jody Derry, Elisa Ramirez