

College of San Mateo

Agenda – Business/Management/Real Estate Program

Advisory Committee Meeting

Friday, March 24, 2023

1:00 – 2:00 PM

Agenda:

1. 1:00 PM: Welcome and introductions
2. 1:05 PM: Overview of Business/Management/Real Estate departments
3. 1:10 PM: Feedback from industry partners about our programs/courses
4. 1:55 PM: Final Words

College of San Mateo

Attendees and Transcript
Business/Management/Real Estate
Program Advisory Committee Meeting

Friday, March 24, 2023

1:00 – 2:00 PM

Attendees:

- Jennifer Corrao, Senior Business Manager, Adobe
- Ryan Ballasteros, Partner, New York Life Insurance Co.
- Francisco Gamez, Ed.D. (Dean)
- Alexander Kramer, MPA (Dir. Workforce Development)
- Peter von Bleichert, Ph.D. (faculty)
- Lale Yurtseven (faculty)
- Sujata Verma, Ph.D. (faculty)
- Philip Tran (faculty)

Agenda:

1. 1:00 PM: Welcome and introductions
2. 1:05 PM: Overview of Business/Management/Real Estate departments
3. 1:10 PM: Feedback from industry partners about our programs/courses
4. 1:55 PM: Final Words

Transcript/Minutes:

WEBVTT

1

00:00:01.590 --> 00:00:03.880

Philip Tran: All right. So

2

00:00:04.770 --> 00:00:10.270

Philip Tran: let me go ahead and put up the Powerpoint. Here.

3

00:00:13.400 --> 00:00:15.410

Philip Tran: share my screen.

4

00:00:18.310 --> 00:00:20.120

Philip Tran: Alright, there's my screen.

5

00:00:21.340 --> 00:00:23.790

Philip Tran: Okay, I assume everyone can see the Powerpoint

College of San Mateo

6

00:00:24.340 --> 00:00:26.090

Peter von Bleichert: Alright, great.

7

00:00:28.440 --> 00:00:35.080

Philip Tran: So here's our meeting agenda. It's going to be fairly quick, and we'll

try to end it before 20'clock.

8

00:00:35.920 --> 00:00:42.800

Philip Tran: We're gonna do the quick introductions overview of our business management and real estate departments.

9

00:00:43.210 --> 00:00:51.630

Philip Tran: and then the meet of the meeting is going to be us asking you our industry, partners, Ryan and Jennifer questions about our programs and courses.

10

00:00:52.450 --> 00:00:55.020

Philip Tran: and then we'll wrap it up with some final words.

11

00:00:57.870 --> 00:01:09.270

Philip Tran: Jennifer Kayle, thank you so much for joining us. Jennifer is a senior

business manager at adobe. Would you mind giving us a little bit of a background

about yourself, Jennifer?

12

00:01:09.510 --> 00:01:22.660

Jen Corrao: I have either a finance operations, experience of almost 20 years now

so recent like Not recently the last 7 years I've been at adobe, so right now I am

head of revenue operations for adobe professional services.

13

00:01:22.720 --> 00:01:36.480

Jen Corrao: and I manage about 400 million of revenue a year, and I also manage a

global team as well. So I've done a lot of different functions. But then, like the

finance and operation, so I think

14

00:01:36.660 --> 00:01:41.500

Jen Corrao: my insight should be pretty valuable in terms of what you're trying to

College of San Mateo

accomplish.

15

00:01:42.810 --> 00:01:44.240

Jen Corrao: Thank you.

16

00:01:44.710 --> 00:01:47.070

Philip Tran: And Jennifer and I used to be typical mates

17

00:01:47.140 --> 00:01:56.530

Jen Corrao: almost 20 years ago. He felt that next to me, so we had a really good

group of folks that we started out with.

18

00:01:57.320 --> 00:01:58.110

Philip Tran: Yeah.

19

00:01:58.170 --> 00:02:00.280

Philip Tran: Where was that

20

00:02:01.140 --> 00:02:20.480

Philip Tran: Lockheed Martin? I met Jennifer. He was were you even 21 years old.

Yeah, could you graduate early from college. Right? I know. No, I think I think I

was 21. I think I was 22 that year so it's it's been a while it's been a really

fun, right? So we've seen each other a lot within the last 20 years.

21

00:02:20.880 --> 00:02:37.700

Philip Tran: Yeah, we've always stayed in touched, and we've been a big part of

each other's personal lives as well, too. So anyways we have from that Ryan, by a

Steros, is a partner at New York Life Insurance Company, Ryan, Would you mind giving us a little bit of background about yourself?

22

00:02:37.960 --> 00:02:56.940

Ryan Ballesteros: Yeah, thank you. Been in New York life now for the past 7 years,

starting in 2,016, for the Financial Advisor, then got promoted to a partner in

2,021 as a partner. I manage the day to day operations of the firm. There's about

120 direct reports.

23

00:02:56.940 --> 00:03:13.400

College of San Mateo

Ryan Ballesteros: The role is really to coach, lead, and develop the future agents and Advisors Bill actually was there yesterday. I I'm. A newly appointed President for the National Association of Insurance and Financial Advisors. So I don't just put on training, coaching, development leadership

24
00:03:13.400 --> 00:03:29.510

Ryan Ballesteros: for just people inside our office, but I also the entire insurance and financial services in Silicon Valley, and I also own a company called Painted roots. It's a Silicon Valley's first subscription, Based Rock Dog Food Company.

25
00:03:29.510 --> 00:03:38.130

Ryan Ballesteros: and we started this company out in 2,020, in the midst of the pandemic, and our mission is to help all dogs live longer, happier and healthier lives.

26
00:03:38.170 --> 00:03:41.670

Ryan Ballesteros: So that's a little bit about me. Thank you for having me feel.

27
00:03:42.920 --> 00:03:59.320

Philip Tran: And now, Ryan: yeah. Congratulations on your elevated role as well, too. Brian's always been supportive of the community college system, and I wanted to also extend my support when he was promoted. So I wanted to be there and witness it in person yesterday, and it was nice seeing you and your colleagues, Ryan.

28
00:03:59.770 --> 00:04:04.850

Ryan Ballesteros: Thank you. Thank you for your ultimate support and friendship. Really appreciate it.

29
00:04:05.920 --> 00:04:19.110

Philip Tran: All Righty. So moving on our Dean is Francisco Gomez. Unfortunately, he's not able to make today's meeting, but we do have our director of workforce

College of San Mateo

development, Alex Kramer, who is in attendance.

30

00:04:20.600 --> 00:04:48.030

Alex Kramer (he/him) | College of San Mateo: Yeah, thank you, Phil and Jennifer and

Ryan. It's so great to meet you both. Thank you so much for taking time to be here

today and review the programs. My name is Alex Kramer. I service the Director of

Workforce Development. Here I call to San Mateo is Phil shared earlier. My role is

really to support faculty, and you know the development of programs that are aligned with industry need, and also getting students connected to a fantastic

career and internship opportunities.

31

00:04:48.030 --> 00:05:01.370

Alex Kramer (he/him) | College of San Mateo: Once they complete their programs. So

really happy to be here. And Ryan. It was really interesting to hear and kind of

excited to hear about your work around the raw dog food stuff. I actually used to

cook

32

00:05:01.370 --> 00:05:12.140

Alex Kramer (he/him) | College of San Mateo: weekly for my dogs. I was rice and

carrots and chicken, and the and peas, and they loved it. So

33

00:05:12.290 --> 00:05:18.060

Ryan Ballesteros: you know people love their dogs. I'm telling you they're the

best.

34

00:05:18.420 --> 00:05:19.010

Alex Kramer (he/him) | College of San Mateo: Yeah.

35

00:05:19.300 --> 00:05:21.660

Alex Kramer (he/him) | College of San Mateo: So thank you for letting me join today.

36

00:05:22.110 --> 00:05:23.270

Philip Tran: Thank you, Alex.

37

00:05:23.620 --> 00:05:40.300

College of San Mateo

Philip Tran: And moving on to our faculty, Peter von Blake shirts My Phd.

He's, how

long have you been with the calls of Semito? Oh, goodness! You want to date me up

21 years now as a part timer, and this is my sixth or seventh year as a full timer.

So

38

00:05:40.550 --> 00:06:07.270

Peter von Bleichert: I've been here quite a while. Actually. Thank you, Ryan and

Jennifer, both of you for joining us. It is so important for us, though we have

industry backgrounds, you know. Obviously, once you went to academia, you tend to

lose touch with reality a little bit. So it's always wonderful to check in with

folks that are that are out there in the trenches. So thank you so much, Ryan congratulations and a sidebar. I've got a student from Tibet

39

00:06:07.360 --> 00:06:11.600

Peter von Bleichert: who wants to import yak milk based dog shoes.

40

00:06:11.840 --> 00:06:25.100

Peter von Bleichert: so we can talk offline about that. Okay, Well, that's awesome.

Thank you. You know i'm i'm from New York. I was moved out to California for a

finance job at Franklin Templeton, back in 95.

41

00:06:25.130 --> 00:06:40.410

Peter von Bleichert: I got caught up in the.com bubble bust, and my job was outsourced. At that point. I started teaching part time. I ramped up my own small

business where I was importing an exporting case scene which is both industrial and edible

42

00:06:40.460 --> 00:06:41.890

Peter von Bleichert: dairy products.

43

00:06:41.950 --> 00:06:49.550

Peter von Bleichert: Really, I started. I just realized how much I loved teaching,

and I was very lucky

44

College of San Mateo

00:06:49.600 --> 00:06:53.000

Peter von Bleichert: to be around when a full time position opened up.

45

00:06:53.330 --> 00:07:07.800

Peter von Bleichert: and I thought very hard to get it, and and here I am i'm so

grateful for my job, and where I'm at. I can tell you that my particular expertise

is more on the management side which we'll be discussing shortly.

46

00:07:07.910 --> 00:07:20.860

Peter von Bleichert: Otherwise I'm. I'm. A first Gen. American. I'm. A dual national. Both parents born outside the country. I've lived in Greece, England,

Puerto Rico. So I've I've been around.

47

00:07:22.490 --> 00:07:25.830

Peter von Bleichert: That's it. That's my my spiel. So thank you for being here.

48

00:07:27.080 --> 00:07:34.200

Philip Tran: Thank you, Pete, and we rely heavily on the for his institutional

knowledge of the callers just because he's been here for so long. So

49

00:07:34.520 --> 00:07:43.230

Philip Tran: thank you for that. And our second yes, and our the second longest

tenured instructor is

50

00:07:43.230 --> 00:08:00.010

Lale Yurtseven: Yes, hi! Oh, Pete, you did I? I was just gonna say my name and and

and welcome everybody. But now I have to talk about myself. No, just just No, no,

of course this is, you know, the fun stuff again, Ryan and Jen. We really really

appreciate you taking the time and and being part of this

51

00:08:00.010 --> 00:08:30.010

Lale Yurtseven: advisory board. We need to listen to people that are currently in

industry and and and give us some guidance and and cause as pizza, we don't always

catch everything that's happening out there anymore. Quickly about my background.

College of San Mateo

I'm i'm Turkish, so both of my parents are from Turkey, but I was born and raised in Germany. So I grew up by cultural. I came to the United States on my own when I was 19 years old, to go to college, and it took me a long time to to graduate with a master's degree in international vision

52

00:08:30.010 --> 00:08:31.100
business.

53

00:08:31.200 --> 00:08:54.050

Lale Yurtseven: It took me 10 years, actually because I had to work to support

myself and and and all that, and and I worked at at T, who luckily paid my tuition.

And and anyway, so my My specialty is international business. I worked in a tech

industry for many years before I started teaching and and usually international

business development

54

00:08:54.050 --> 00:09:07.930

Lale Yurtseven: on that side, and when I had children, I decided, I I can't really

work full time anymore. And my then husband, we started a company together that he

still runs, but we're no longer together. But I started teaching

55

00:09:07.980 --> 00:09:10.840

Lale Yurtseven: in 2,006, actually at the end of college, and

56

00:09:10.920 --> 00:09:27.050

Lale Yurtseven: kind of similar to Pete. I was part time for a very long time, just

not in our district. I joined our district in 2,014 full time at Kanyada College,

and then moved to college of some material in 2,018. And again, the love of teaching

57

00:09:27.050 --> 00:09:34.930

Lale Yurtseven: never questions. I never questioned myself to go back to industry.

I I. We we really really love what we do.

58

00:09:35.650 --> 00:09:37.620

College of San Mateo

Lale Yurtseven: So that's that's about me.

59

00:09:38.110 --> 00:09:51.180

Philip Tran: Nikki Lale and sujata verma Sujata is our most recent faculty. Member, although she's the most recent. She's got tons of working teaching experience. I

believe you have over 20 years of teaching experience to jata

60

00:09:52.130 --> 00:09:53.860

Philip Tran: and industry experience as well, too.

61

00:09:54.690 --> 00:09:58.130

Sujata Verma: I first started teaching in 1,987, actually.

62

00:09:58.220 --> 00:09:58.920

Peter von Bleichert: Oh.

63

00:09:59.000 --> 00:10:17.460

Sujata Verma: it's a long time back. Well, hello, Jennifer and Ryan. It's great to meet you, and thank you so much for your time and coming and joining us for and for the Advisory Board. Thank you so much

64

00:10:18.610 --> 00:10:24.480

Sujata Verma: more about me, I, as Philip said, the new to Csm.

65

00:10:24.640 --> 00:10:29.480

Sujata Verma: But not new to teaching. I trained as an economist back in India.

66

00:10:30.140 --> 00:10:42.300

Sujata Verma: and then I came to the Us. Followed my husband here. and I've been here teaching for the last several years.

67

00:10:42.350 --> 00:10:47.620

Sujata Verma: I also joined an a tech company.

68

00:10:47.850 --> 00:10:50.090

Sujata Verma: and we

69

00:10:50.220 --> 00:10:56.160

Sujata Verma: created content, for in a social and emotional learning for

70

College of San Mateo

00:10:56.350 --> 00:10:59.300

Sujata Verma: for high school students.

71

00:10:59.600 --> 00:11:07.100

Sujata Verma: and that was really a fulfilling kind of nonprofit place. And we in

which I really

72

00:11:07.260 --> 00:11:11.390

Sujata Verma: so the difference that we made to the lives of children.

73

00:11:12.070 --> 00:11:29.290

Sujata Verma: so that still continues to be my passion. But again I i'm back to

teaching again full time, so enjoying that as well. I'm teaching business analytics. This is a new subject area. We started certificate program here

74

00:11:29.290 --> 00:11:39.790

Sujata Verma: at Csm: so and also the Associates degree. So that's my area. and I

also teach international business and

75

00:11:39.820 --> 00:11:41.540

Sujata Verma: a couple of other courses.

76

00:11:42.920 --> 00:11:43.830

Sujata Verma: Thanks.

77

00:11:44.250 --> 00:11:45.540

Philip Tran: Thank you.

78

00:11:46.150 --> 00:11:58.710

Philip Tran: So there, obviously everyone knows me. I started teaching here at

college in 2,021, and just like Pete and Lali, I caught the the teaching bug, and I

just fell in love. With it.

79

00:11:58.870 --> 00:12:14.960

Philip Tran: Yeah, I've got 19 plus years of work, experience, and I thought my

work experience was actually a weakness of mine, because I, Job, I jumped so many

different industries from sales to it, to a corporate Fp and a to owning my own

businesses. And

College of San Mateo

80

00:12:15.230 --> 00:12:23.370

Philip Tran: And then, when I started teaching, it all made sense to me that all of

these were actually strength of mine, because I can speak to these different.

81

00:12:23.440 --> 00:12:26.160

Philip Tran: these these different roles that I've had.

82

00:12:26.200 --> 00:12:40.860

Philip Tran: So it just all worked out, I guess in the end, after what? 44 plus

years of working industry oh, after 44 plus years figuring out what I wanted to do,

and you know when I hit my midports. I realized that teaching what I wanted to do

for the rest of my life.

83

00:12:40.930 --> 00:12:52.150

Philip Tran: So thank you. Everyone for being here, especially Jennifer and Ryan

Mark Gottlie. He kind of. I guess he would run our real estate department. Pete.

Is. Is that safe to say?

84

00:12:53.160 --> 00:12:54.260

Philip Tran: Oh, you're on mute.

85

00:12:55.750 --> 00:13:02.620

Peter von Bleichert: He is the lead adjunct. But I can speak to the program because

I did the last revisions if he's not here.

86

00:13:02.850 --> 00:13:25.930

Philip Tran: Okay, great. And so all right. So that is introductions. We go ahead

here with the next slide. It's a. This is our summary of our degrees and certificates of I had sent this out earlier last week. You're not asked to memorize

this or be quiz on it at all, but just want to give you a little bit of overview on

our degrees and certificates that we offer here in the business management and real

estate department.

87

00:13:29.310 --> 00:13:49.540

College of San Mateo

Philip Tran: and are the future degrees that we have just a little of background.

Just last last fall we we just launched 2 new associate degrees, associate of science, degrees, business analytics, and also international business. And we're thinking about doing some new certificates, and these are the 2 that we had in mind.

88

00:13:49.570 --> 00:14:00.350

Philip Tran: But we're open to discussions later, when we go deeper into our our conversation. Of what other future degrees of certificates could we offer here at Csn?

89

00:14:02.910 --> 00:14:12.840

Philip Tran: Oh. Oops. huh? So sorry, I think I asked them to deleted the question slides. Can I pull it up real quick? Hold on! Give me a second.

90

00:14:23.090 --> 00:14:29.770

Philip Tran: Oh, shoot! Does anyone happen to have the meeting slides candy by any chance. I think I actually just deleted it.

91

00:14:30.110 --> 00:14:33.090

Philip Tran: The slice of that we're going to ask.

92

00:14:33.190 --> 00:14:38.260

Alex Kramer (he/him) | College of San Mateo: Hello! I have them open right here.

Oh, do you? Oh, okay, let me go ahead and stop sharing my screen here.

93

00:14:39.660 --> 00:14:47.660

Alex Kramer (he/him) | College of San Mateo: Thanks for saving me, Alex. Yeah, no

worries. I was just trying to follow along, so that that worked out pretty well.

Let me go ahead and share screen, and i'll get it up for you.

94

00:14:52.390 --> 00:14:54.190

Peter von Bleichert: There you are

95

00:14:54.310 --> 00:15:01.980

College of San Mateo

Philip Tran: awesome, all right. So those are the questions. So the first question

and this is addressed to both you, Ryan and Jennifer.

96

00:15:02.130 --> 00:15:05.560

Philip Tran: What inversion skills do you anticipate? Industry will be seeking

97

00:15:08.080 --> 00:15:18.850

Jen Corrao: for for me? I think that. And I know you. You're going to go deeper

into this. But about the business analytics. I think that's really important.

I

think we're in a world where there's a lot of data.

98

00:15:18.900 --> 00:15:29.140

Jen Corrao: And but we we want young professionals to tell us what is the data

telling us? What does the data mean? What is it telling us? What are the different

trends we are seeing?

99

00:15:29.220 --> 00:15:48.910

Jen Corrao: What can we do in terms of projecting? I think there's just a lot of

data available. But we need people to be able to tell us. What does that mean, and

what are the what are the int for gain from it. So I think that's really important,

and i'm happy to see that you have business. You're going to focus on business

analytics and then sales professionals as well, because I think

100

00:15:48.910 --> 00:15:51.300

Jen Corrao: that's really needed, especially in the Bay area.

101

00:15:54.720 --> 00:16:01.800

Ryan Ballesteros: Yeah, I would second that as well. I think I had that written

down as I looked over the the questions prior to the meeting

102

00:16:01.850 --> 00:16:13.060

Ryan Ballesteros: for sure data, science and analytics. I think that what she was

just referring to is that facts tell but story sell right? So when it comes into

College of San Mateo

the business sector

103

00:16:13.140 --> 00:16:22.640

Ryan Ballesteros: it's gonna be a really great way to be able to to paint that

picture. I also have here digital marketing and social media. I know that

104

00:16:22.650 --> 00:16:28.310

Ryan Ballesteros: this is a a big. The landscape has now changed, especially during the pandemic.

105

00:16:28.350 --> 00:16:41.400

Ryan Ballesteros: You know. I think that it's. It's a huge platform like so many

different platforms. Now to be able to make sure that we're we're able to help. You

know. Businesses thrive. And then

106

00:16:42.020 --> 00:16:47.190

Ryan Ballesteros: this whole idea of like artificial intelligence and machine learning. I think this is

107

00:16:47.220 --> 00:17:03.320

Ryan Ballesteros: a new concept as well as generative. AI is coming.

Actually, Phil

actually was the first person to bring this to my attention. I was like what this

is crazy. Where was this when I was going to school? Right. But at the end of the

day I think that this

108

00:17:03.320 --> 00:17:13.280

Ryan Ballesteros: entire industry is gonna need people to understand how to be able

to build infrastructure around this, and then obviously cyber security.

109

00:17:13.369 --> 00:17:17.140

Ryan Ballesteros: It's gonna be super important, as there's so many different breaches

110

00:17:17.150 --> 00:17:23.839

Ryan Ballesteros: and technology and stuff like that. So and then obviously the

soft skills in terms of leadership.

111

College of San Mateo

00:17:23.849 --> 00:17:27.430

Ryan Ballesteros: You know, communication skills are gonna be able to help people.

112

00:17:28.900 --> 00:17:31.430

Ryan Ballesteros: Yeah, that's that's what I have right now.

113

00:17:34.210 --> 00:17:39.920

Philip Tran: Great. Thank you. Any follow up questions, their faculty members at

all related to this question.

114

00:17:40.620 --> 00:17:46.200

Peter von Bleichert: I actually have one, please, Phil, for Ryan, you you mentioned

leadership and communication.

115

00:17:46.270 --> 00:17:57.250

Peter von Bleichert: Would you see value in a business communication, oriented

certificate? Or do you feel communication courses just should be sprinkled throughout different credentials?

116

00:17:59.040 --> 00:18:01.660

Ryan Ballesteros: Well, I think that

117

00:18:02.390 --> 00:18:08.370

Ryan Ballesteros: yeah, I think leadership in general is is definitely a great

certificate to have.

118

00:18:08.430 --> 00:18:11.350

Ryan Ballesteros: so you know, be able to.

119

00:18:11.470 --> 00:18:23.350

Ryan Ballesteros: so that you definitely have the the necessary skills to be able

to lead, You know, a Bb. Captains of industry, captains of organizations right? I

think that

120

00:18:23.800 --> 00:18:37.180

Ryan Ballesteros: I know that it. It. It's a really great way that it's sprinkled

into the courses and whatnot. But leadership in itself is is huge. It's you, don't

College of San Mateo

find it in academia. You definitely find it through. You know.

121

00:18:37.190 --> 00:18:51.420

Ryan Ballesteros: as you're going through just the practical skills as you're learning at work and stuff like that so more professional development books. Right?

So I think that this is a great way to be what I incorporate all that into one on

whole class.

122

00:18:52.900 --> 00:19:00.900

Peter von Bleichert: So if a candidate came in with a an associates and a certificate in communication. That would be an advantage. And i'm sorry, I interrupted. You. Jen.

123

00:19:01.620 --> 00:19:04.180

Ryan Ballesteros: Oh, yeah, I believe so. I mean.

124

00:19:04.200 --> 00:19:11.610

Ryan Ballesteros: I I say in business it's 80%, you know. Psychology communication,

20% mechanics, right? So

125

00:19:13.970 --> 00:19:14.750

Peter von Bleichert: thank you.

126

00:19:15.190 --> 00:19:16.320

Jen Corrao: Not.

127

00:19:16.330 --> 00:19:22.350

Jen Corrao: Yeah, it's okay. Now, I was going to say that in terms of I I don't

know if they they separate.

128

00:19:22.400 --> 00:19:23.200

Jen Corrao: like

129

00:19:24.870 --> 00:19:40.530

Jen Corrao: you, need something completely separate for communication, but I do

agree that I think communication is so important in terms of just how you communicate to over communicate, to make sure that both parties are on the same

page. There's a lot of skills there, so I don't know it's sprinkling it in

130

00:19:40.660 --> 00:19:49.400

College of San Mateo

Jen Corrao: within different courses. It's sufficient enough, because so much about

I feel like being successful in your career. Is your communication Skills.
131

00:19:51.060 --> 00:20:02.730

Peter von Bleichert: if I may ask if you had a current executive, and you sent them

for professional development around communication. Would you see value in a certificate of achievement in business communication from a community college.

132

00:20:03.030 --> 00:20:09.930

Peter von Bleichert: Would that potentially increase the upward mobility of that

individual, or offer more value for you as the employer?

133

00:20:10.120 --> 00:20:16.990

Jen Corrao: I think I think if I had, if I had an employee that was that was

struggling with communication.

134

00:20:17.010 --> 00:20:27.040

Jen Corrao: I would say that would definitely be a benefit for them. But if it's an

area that I feel like they wouldn't. They don't need to work on. I don't think that

that would be valuable.

135

00:20:27.280 --> 00:20:28.870

Peter von Bleichert: Okay. Thank you.

136

00:20:31.470 --> 00:20:35.850

Philip Tran: Can I? Can I? Can. I have a follow up question to Pete's. Follow up

question.

137

00:20:35.860 --> 00:20:49.760

Philip Tran: Do you think that the calls with Sanitale? Their branding is strong

enough so that where a certificate would have any wait for an executive, because I

know that there are these. You know Harvard extensions. I believe extensions.

138

00:20:49.770 --> 00:20:57.820

Philip Tran: Berkeley extension courses that executives and working professionals

College of San Mateo

take, and I think a lot of it is sales because of the name brand. Do you think the

139

00:20:57.960 --> 00:21:07.810

Philip Tran: the branding of Junior college or Community college has any weight. If

they were to to a complete such a certificate program.

140

00:21:08.210 --> 00:21:10.980

Jen Corrao: I I think you would have to assess

141

00:21:11.290 --> 00:21:14.400

Jen Corrao: what? What is the advantage of somebody going

142

00:21:14.480 --> 00:21:21.630

Jen Corrao: to college, of some material versus a different one like what are you

offering? That's different? And what are. What are you offering? That's better.

143

00:21:21.780 --> 00:21:28.610

Jen Corrao: And so I think. And I think once you determine what is your advantage.

I think you really need to hold in on that

144

00:21:29.040 --> 00:21:43.320

Jen Corrao: on. Why, why would you be better than a online executive management

force out for what makes you better than that? Of course, like that. And and and I

think it would just like focusing in on what makes you different and better

145

00:21:44.070 --> 00:21:55.550

Jen Corrao: like, are you? If if there was something where you could offer where

it's not. Just let's say online to where it's like. You have a micro internship

somewhere or or there's something that is

146

00:21:55.610 --> 00:22:07.730

Jen Corrao: you're able to get hands on experience networking with other people in

the area something like that. I think that would be a benefit or be a potential

like internship or something, I think that would be

147

College of San Mateo

00:22:07.910 --> 00:22:10.040

Jen Corrao: beneficial, more beneficial. I think

148

00:22:10.100 --> 00:22:24.340

Jen Corrao: it's trying to create something that's different, and what's already

existing, and I think that's important, especially since the name recognition.

Isn't going to be favorable if you're competing against a Harbor executive management program. Right?

149

00:22:25.960 --> 00:22:27.640

Philip Tran: Hmm. Thank you.

150

00:22:30.110 --> 00:22:33.500

Philip Tran: Any other. Follow up questions before we move on to question number 2?

151

00:22:35.890 --> 00:22:37.620

Philip Tran: No great. Thank you for that

152

00:22:37.810 --> 00:22:43.500

Philip Tran: question. 2. What gaps do you see in our departments? Offerings with

the current demands and industry.

153

00:22:45.810 --> 00:22:53.040

Jen Corrao: When I was looking at it, I think, and i'm not sure how you would be

able to build this in to the department offering.

154

00:22:53.080 --> 00:22:57.850

Jen Corrao: But I always tell people that I hire based on personality

155

00:22:57.980 --> 00:23:00.360

Jen Corrao: I hire, based on

156

00:23:00.450 --> 00:23:15.540

Jen Corrao: their determination on like. If i'm looking at the resume of your interview, they're able to display. Correct I hire based on like I can do, added to

somebody that has an excellent communicator. Those are the things I really focus

on. And so it's not so much of

157

00:23:15.540 --> 00:23:25.140

College of San Mateo

Jen Corrao: checking the boxes. Where do they go to school? Where do they work at?

What is their job? Is so much more of the personality. So I don't know, and it's

like so much of it isn't even anything that you can

158

00:23:25.510 --> 00:23:38.420

Jen Corrao: maybe teach in a classroom. But basic things like showing up on time

being prepared. being proactive, being present things like that. I think it's really important, and I think it really

159

00:23:38.450 --> 00:23:39.310

Jen Corrao: makes

160

00:23:39.670 --> 00:23:46.620

Jen Corrao: it helps in terms of the brand you're trying to build. So I don't know

if there's necessarily a full course that you need to build on that. But

161

00:23:46.680 --> 00:23:54.870

Jen Corrao: there's something that's missing in terms of. I feel like a lot of the

soft skills, especially when i'm hiring for my team. I feel like a lot of the

162

00:23:56.010 --> 00:24:12.200

Jen Corrao: kids these days. They have the right experience, but they don't have

the right personality, or they're not able to articulate that themselves.

They're

not able to sell themselves. When I ask them questions about their resume, they

stumble on upon that, and I feel like those are basic questions

163

00:24:12.210 --> 00:24:24.300

Jen Corrao: and basic things that they should have memorized, or even when I ask a

question like, Tell me about yourself like I was in like there was somebody from

Harvard that I was interviewing, and I said, Tell me about yourself.

164

00:24:24.540 --> 00:24:26.840

Jen Corrao: and he couldn't even tell me about himself.

165

00:24:27.070 --> 00:24:38.290

College of San Mateo

Jen Corrao: So it even, and so that was like 2 min into the interview where you

can't tell me about yourself, and you can't. How am I supposed to what am I supposed to base my hiring on?

166

00:24:38.290 --> 00:24:57.990

Jen Corrao: I can't face mind tiring solely on your resume. You need to be able to

sell yourself as well. So I think, and i'm i'm again. I don't know if it's necessarily a whole course that needs to be developed. But I think it's something

that is lacking. I feel like, in a lot of the new college brats that I interview,

and I I don't know if so much of this people are used to being on their device.

167

00:24:58.030 --> 00:25:03.780

Jen Corrao: their devices, and they're not used to communicating in person. But

that's not definitely something that I feel like is struggling.

168

00:25:05.630 --> 00:25:12.960

Lale Yurtseven: So I can maybe address that. We do have a career center that

169

00:25:12.960 --> 00:25:32.930

Lale Yurtseven: helps students with, you know, interviewing even from creating a

resume interview and skills and things like that, and we do her for self workshops

and things like that. But it's not a required thing. So students that seek help.

They will come to those seminars, and they will seek help from from those departments.

170

00:25:32.930 --> 00:25:45.640

Lale Yurtseven: So there's no specific program or course that students have to

take. But we do incorporate that in all of the classes, and i'm not just speaking

171

00:25:45.640 --> 00:26:08.320

Lale Yurtseven: of myself, i'm sure my colleagues do that as well, because we all

have some good experience teaching, and and we worked in industry, and and we talk

College of San Mateo

about industry, and we. We get them to open up a bit, and and you know what I do.

For example, I Every student has to present in class and has to speak in front of a

crowd, and and and and I talk to students about being confident and and

172

00:26:08.320 --> 00:26:26.780

Lale Yurtseven: being prepared for any situation, whether it's an interview or a a

presentation, or you're trying to sell something or you try to. You can go by a

car. You need to have some kind of skills to to, to be prepared to ask the right

questions, and and and you know to talk about yourself and and my

173

00:26:26.780 --> 00:26:29.580

Lale Yurtseven: most basic class and introduction to business

174

00:26:29.790 --> 00:26:48.580

Lale Yurtseven: the Pl. They have to actually write a career plan for themselves,

and they have to answer. They have to do a squat analysis about themselves.

They

have to tell at me how they're different, what their goals are, what is their contingency plan? And they have to present that to the class and in person.

So so,

and i'm sure, my my colleague said similar

175

00:26:48.580 --> 00:27:15.240

Lale Yurtseven: assignments like these. But at the end of the day an introvert is

going to be an introvert. They just have to. It's they're also very young, and I

have children that that they're the h of my students right now, right and and and

you know the the older they get, the more the frontal lobe develops, the the more

confident they become. And and part of it is just. They're also very young and and

hopefully with time they will learn. Learn to do that better.

176

00:27:16.030 --> 00:27:16.620

Hmm.

177

00:27:16.740 --> 00:27:18.600

Peter von Bleichert: May I ask a follow up, Phil?

College of San Mateo

178

00:27:18.930 --> 00:27:19.930

Philip Tran: Yes, of course.

179

00:27:19.960 --> 00:27:32.040

Peter von Bleichert: Jen, would you recommend? We pull those workshops into our department because we get a lot of marketing value out of events. Oftentimes we recruit folks that aren't even business majors.

180

00:27:32.110 --> 00:27:47.170

Peter von Bleichert: you know, with all due respect to career services. Would you do you think there would be a benefit if if Phil and I and Lale and Sujata were to hold these workshops and and let them game out an interview and and other skills almost like a toast masters type, setting.

181

00:27:47.260 --> 00:27:50.630

Peter von Bleichert: Okay.

182

00:27:50.680 --> 00:27:58.440

Jen Corrao: So it, just just knowing how to talk right, just knowing how to talk, knowing how to talk to a professional environment

183

00:27:58.600 --> 00:28:11.800

Jen Corrao: is, is, I think, really valuable, because some. I mean, you have to think some of these kids. They come from different backgrounds, and they're not used to speaking in a certain way. That's in a professional environment, and I mean they could have a really good

184

00:28:11.950 --> 00:28:18.090

Jen Corrao: resume. They could be also not doing the job. But if you can't communicate well, and you can't communicate.

185

00:28:18.350 --> 00:28:21.980

Jen Corrao: and why you're a good step for the job. You want to get in the door at all.

186

College of San Mateo

00:28:22.850 --> 00:28:30.670

Peter von Bleichert: and so my Internationals especially, are not familiar with the

American way. you know. So okay, that's that's huge, I think.

187

00:28:30.720 --> 00:28:31.660

Peter von Bleichert: Thank you.

188

00:28:31.760 --> 00:28:35.210

Jen Corrao: And I was thinking another gap that I also see is that

189

00:28:35.420 --> 00:28:47.580

Jen Corrao: since we're we're all living in an environment that's a very mo, very

international environment. So working with, I mean most of a lot of the companies

are. We're dealing with

190

00:28:47.620 --> 00:29:01.120

Jen Corrao: international customers, international peers, etc. But understanding

how to deal with how to work with people in different cultural backgrounds, I think

it's really important, and making sure that you are offending them, and making sure

that you are

191

00:29:02.360 --> 00:29:22.340

Jen Corrao: kind of like, you know, respecting them. What are the different cultural expectations, I think, is also important to. So there's certain things

that we might do in the Us. That could be very off putting when you're working with

colleagues like, for example, in India or in Europe. So things like that, because

if there's some sort of I know when I was in college

192

00:29:22.340 --> 00:29:24.390

Jen Corrao: I took a course where it felt like him.

193

00:29:24.660 --> 00:29:32.480

Jen Corrao: like international business standards or something. There was some

something along the lines in that. But there's a lot of key takeaways. I always

remember now.

College of San Mateo

194

00:29:33.540 --> 00:29:41.340

Peter von Bleichert: wonderful! And could you see executives like yourself or Ryan actually participating in these and giving the students some real world.

195

00:29:41.660 --> 00:29:47.540

Peter von Bleichert: I mean that you should commit to it. But do you think executives would be interested in that?

196

00:29:47.620 --> 00:30:08.690

Jen Corrao: I I think so too. I think it would be because, for example, I work really closely, like working in tech. I work very close with folks in India. and it's understanding kind of the cultural differences and like you know how how to best to work with people in different areas. But for, like most people, I think, in tech work with a

197

00:30:08.800 --> 00:30:22.430

Jen Corrao: folks in India, right? So, making sure that you know what to say, and I travel to India as well. That kind of the cultural acceptance of what to do, what to say. I mean, you know, when you're going to India. That's a very gift.

198

00:30:22.640 --> 00:30:35.760

Jen Corrao: There's a lot of gift giving and culture and things like that. So, being procured with like when you go to India to buy gifts for everybody that you meet, because you'll be receiving a lot of gifts as well. So things like that I think would be really important.

199

00:30:36.240 --> 00:30:40.450

Peter von Bleichert: So sprinkle of international business and global culture. I love it.

200

00:30:40.620 --> 00:30:42.290

Peter von Bleichert: I love it. Thank you.

201

00:30:42.530 --> 00:31:12.510

College of San Mateo

Lale Yurtseven: So can I just add to that, Jen and i'm glad you bring that up. We do have, as as you saw on our list of of of decrease and certificates. We do have that an international business. And, as a matter of fact, one of the required courses that I developed last year is called into cultural relations and global business, and it's exactly what you talk about, what we address. How do you behave in other cultures? And if you don't, you know, how do you prepare when you travel overseas and not just on a specific culture. But but things that you can apply across the board, and that that you have to do

202
00:31:12.620 --> 00:31:28.960

Lale Yurtseven: research about the culture before you go, like you veget the gift, giving a common gift, giving in India, and and you know how to greet somebody and all that. So that is all built into the course, and and students who take who do these international business certificates and degrees have to take that class.

203
00:31:31.790 --> 00:31:33.500

Philip Tran: Hi Dean Gomez.

204
00:31:33.620 --> 00:31:41.300

Francisco Gamez: I know. So i'm a little late. I was dealing with another issue.

That's the life of the Dean right?

205
00:31:41.330 --> 00:31:55.950

Francisco Gamez: But no, thank you, Jen, for sharing your thoughts on some of what you explained, and I it the question I have for actually the faculty in this conversation, and also i'm going to put Alex on the spot. Since you're representing workforce development

206
00:31:56.000 --> 00:32:08.480

Francisco Gamez: is a lot of the skills that Jen has mentioned. Really aren't the soft skills and kind of professional development skills that would be considered as

College of San Mateo

a come from the 4 Year University world that are the co-curricular aspects
207

00:32:08.480 --> 00:32:22.940

Francisco Gamez: that kind of complement and supplement what you have
curricularly

right, so traditionally as Lolly pointed out, it'd be career services to help
develop some of these interview skills and confidence skills about speaking
and

such and presentation.

208

00:32:22.940 --> 00:32:40.370

Francisco Gamez: and also they'd be kind of a professional development team
to work

with students who may do like, you know, an elevator pitch and be able to
speak to

who they are as a person, right? What is their narrative? What is your story?
So

you know I kind of have questions sort of

209

00:32:40.370 --> 00:32:58.330

Francisco Gamez: the faculty. Is that something that you want to think about
developing co-curricularly or on the other hand alex for the workforce
development

that seems to be part of that charge or that area that you're in. In
developing

students, especially ce students, which this programs consider

210

00:32:58.370 --> 00:33:04.260

Francisco Gamez: in what is being done or what is being developed in that
area to

address that gap.

211

00:33:07.250 --> 00:33:09.540

Philip Tran: Thank you for that insight, Dean.

212

00:33:10.170 --> 00:33:13.350

Francisco Gamez: So just curious, Alice, do you have anything or

213

00:33:13.880 --> 00:33:28.790

Alex Kramer (he/him) | College of San Mateo: yeah. So actually, I I think we
oh,

can you hear me? Okay, thanks. I think we might be on the same page there
because I

was thinking about how we can perhaps connect and discuss offline about how
we can

collaborate around that. Because I think that

College of San Mateo

214

00:33:28.880 --> 00:33:44.660

Alex Kramer (he/him) | College of San Mateo: you know, if something is being developed kind of a career preparation or more formal career preparation training

for students in the business programs, you know. That could easily be scaled out to

the other career education programs across campus, so i'd love to have a conversation about that.

215

00:33:46.340 --> 00:34:02.650

Philip Tran: I also see some opportunities to collap with the the Business Club as

well, too, on something like this to also boost the enrollment in the the participation of these events. Because I know that's the problem we have right. We

have. We hold these events, and it's, you know. 2 3 4 5 people show up.

216

00:34:02.900 --> 00:34:13.909

Francisco Gamez: So I think if we loop in the Business Club I think we might be

able to boost the attendance, and to incentivize it within your classes as well,

you know, or some other kind of activity.

217

00:34:14.150 --> 00:34:21.770

Francisco Gamez: There's no to incorporate it. I've done it before. So if you need

ideas, not on my door.

218

00:34:22.300 --> 00:34:37.590

Alex Kramer (he/him) | College of San Mateo: if I could jump into that would be a

perfect opportunity as well to partner with our promised scholars program as well,

because there are required trainings that those students need to go through, and

this could be one of those trainings that perhaps we connect them to so

219

00:34:37.630 --> 00:34:41.670

Alex Kramer (he/him) | College of San Mateo: lots of opportunity there. So I I like

that suggesting a lot, Francisco.

220

00:34:44.780 --> 00:34:54.510

Ryan Ballesteros: so i'll go ahead. Jen, if you want to

College of San Mateo

221

00:34:54.550 --> 00:35:01.880

Jen Corrao: like some sort of either either within a course somewhere. Maybe I

maybe this course or it exist. But like a business strategy course

222

00:35:02.210 --> 00:35:14.500

Jen Corrao: where you're talking about, what is the strategic vision of the company. What's forward thinking? Looking at, you know. 3 year planning 5. You're

planning 10 year planning for companies. What does that mean?

223

00:35:14.720 --> 00:35:19.030

Jen Corrao: Like what are companies looking for? I think that is also really important

224

00:35:19.120 --> 00:35:28.000

Jen Corrao: skill set to also get. And then also, if there is. I think somebody was

talking about like one of the business over your classes. If there was like

225

00:35:28.460 --> 00:35:42.040

Jen Corrao: kind of like corporate overview, 101 or something something where you're talking about? What is Hr: what is operations? What is engineering all these

different departments? And how do they work together? And what is the main component of

226

00:35:42.040 --> 00:35:59.610

Jen Corrao: running a company like right, like looking at what our expenses, what

is revenue? What is this? What is that like? Just really basic things? I think

people have been working for a while, we take for granted. But honestly, when I

graduate from college, I didn't know the differences between all the different

departments and what each different

227

00:35:59.820 --> 00:36:16.030

Jen Corrao: group did, and how it all related together. But I gain that insight

after working. But I think it'd be really valuable to be able to have like, you

know, like even if it's like one or 2 sessions on it on just corporate overview.

College of San Mateo

What does that mean with all these different departments?

228

00:36:16.030 --> 00:36:23.650

Jen Corrao: And how do these different departments work together, and what are, what are different things that every company is striving for. So, for example, like

229

00:36:23.680 --> 00:36:30.650

Jen Corrao: great product design, you know, a really strong engineering team to be profitable. What does that mean to be profitable?

230

00:36:30.710 --> 00:36:41.490

Jen Corrao: What are the different metrics every company looks at? I think that type of insight where it seems so basic to us. Is it basic to somebody that is young and new to their career?

231

00:36:43.990 --> 00:36:49.530

Philip Tran: Thank you, Jennifer. I didn't give Ryan a chance to answer this question. What are your thoughts on this, Ryan?

232

00:36:49.850 --> 00:37:01.400

Ryan Ballesteros: I mean Jennifer had some really really great points, so I wrote a lot of stuff down to which is really great. I think that when I was looking at the the course analog here.

233

00:37:02.400 --> 00:37:19.420

Ryan Ballesteros: I love that you guys have, like a lot of the business classes and entrepreneur classes. Right? One thing is that we are in the founders capital, right? Silicon Valley. And so I was looking at, but i'm on i'm entrepreneur. I want to start my own business and stuff like that. I'm running into the same

234

00:37:19.420 --> 00:37:23.490

Ryan Ballesteros: problems. Now, where it's like, how do I get funding the Silicon Valley way?

235

00:37:23.560 --> 00:37:41.020

College of San Mateo

Ryan Ballesteros: All right, when i'm like being able to when it comes down to what

Jen is saying? Like cast a vision enough to be able to say, All right, how to put a pitch that together, how to be able to, actually, you know, get into the room with venture capitalists and angel investors right to be able to, you know, create my

idea, to be able to

236

00:37:41.020 --> 00:38:00.760

Ryan Ballesteros: have this product out that I could, you know, sell and change the

world, and maybe possibly disrupt industries right? And then negotiations in business. I think that in itself is a a class that we should be able to, you know,

talk to people about, especially when it comes to that communication skills and the

psychology of it.

237

00:38:00.760 --> 00:38:03.680

Ryan Ballesteros: But being able to to negotiate the right way.

238

00:38:05.020 --> 00:38:09.130

Ryan Ballesteros: And then another thing that I had looked at was

239

00:38:10.170 --> 00:38:15.510

Ryan Ballesteros: intro to investments or securities right? Because I know that

when we're entering the workforce.

240

00:38:15.600 --> 00:38:21.930

Ryan Ballesteros: All right. Yeah, you know, I might be going to college, and you

know I I work at Starbucks. And yeah, now I have a 4, one K.

241

00:38:21.990 --> 00:38:38.700

Ryan Ballesteros: But a lot of people don't even know what it's about, and I think

that I come across as a financial violent talking to a bunch of you know people.

They They go in and say, I never knew how that works, because my Hr. Person just

gave me, you know, an employee hand out with my username and password how to sign

up.

College of San Mateo

242

00:38:38.700 --> 00:38:57.520

Ryan Ballesteros: But I don't necessarily know what this means right, because, you know, Hr. They're not legally allowed to give any financial advice because they're not license. And so what happens is that they, you know you don't necessarily know what your money is being put into You don't know how you're allocated, and how that's going to affect your your future. And and obviously

243

00:38:57.520 --> 00:39:12.080

Ryan Ballesteros: less than 10% of companies, you know, have pensions have gone away, and social security may be expected to dry out. So now it's so important for us to rely on our own personal finance and investments to be able to retire. How we want to, and

244

00:39:12.080 --> 00:39:29.060

Ryan Ballesteros: I think that'll definitely equip your students to be able to. Oh, wow! These are so so so many things I I, to come across people that are like never knew this in school. I wish colleges, high schools, you know. Elementary school taught us about these things. So I figured as you guys are talking about this in terms of

245

00:39:29.060 --> 00:39:45.810

Ryan Ballesteros: you know, business management, entrepreneurship. I think I know you guys have a personal finance section. But if there's a a deeper intro to what other types of investments are coming, and I think the emerging I mean, people are now more than ever looking at diversification, especially

246

00:39:45.810 --> 00:39:56.400

Ryan Ballesteros: with like the banks, and so on, and so forth. So I don't know if there is a crypto currency class in or whatever it is, but it's one of those things

College of San Mateo

that

247

00:39:57.020 --> 00:40:00.490

Ryan Ballesteros: people are are looking into outside of school, I believe.

248

00:40:04.070 --> 00:40:11.420

Philip Tran: Yeah, Thank you for that that kind of lease, that into our third question, which is, if you could recommend one certificate, what would it be?

249

00:40:11.570 --> 00:40:14.560

Philip Tran: And it kind of seems that you kind of answer. Some of that there Ryan.

250

00:40:16.640 --> 00:40:25.560

Ryan Ballesteros: Yeah, I mean, I think the you had it on the other side. Leadership was one of them I was like. Oh, yes, that's great. And then

251

00:40:25.970 --> 00:40:32.810

Ryan Ballesteros: the digital marketing and social media management. I think that

would be a a great certificate to add, for for folks.

252

00:40:32.840 --> 00:40:43.700

Ryan Ballesteros: especially if they want to get into helping. You know that entrepreneurship role of helping other businesses thrive and and get more customers

and whatnot.

253

00:40:46.040 --> 00:40:57.280

Philip Tran: Yeah, we this semester. We have a social media class that's taught

asynchronously, and in the the last time I looked at the numbers it was pretty well

enrolled, so there was definitely interest in that class, and it's an elected course.

254

00:40:58.560 --> 00:41:09.810

Peter von Bleichert: And so, you know, Ryan, we do have a leadership program coming

online that actually includes the essentials of negotiation as one of the courses.

A certificate of achievement

255

00:41:10.850 --> 00:41:24.820

Peter von Bleichert: very briefly will include ethics and social responsibility.

College of San Mateo

Business communications intro to management leading innovative teams leading for performance, coaching and managing leadership, theory and essentials of negotiation.

256

00:41:25.680 --> 00:41:26.830

Ryan Ballesteros: That's amazing.

257

00:41:31.090 --> 00:41:39.640

Peter von Bleichert: Would you see a business communication, standalone certificate

of achievement, incorporating the everything Jen said, and much of what you said.

Ryan.

258

00:41:40.190 --> 00:41:50.350

Ryan Ballesteros: Yeah, I mean, there's people in our industry. We have, you know,

community communication studies like, you know, degrees, and they they thrive so

well.

259

00:41:50.620 --> 00:41:55.040

Ryan Ballesteros: So I think even a certificate will definitely help.

260

00:41:55.670 --> 00:41:57.900

Peter von Bleichert: Okay. Thank you.

261

00:41:58.410 --> 00:41:59.230

Ryan Ballesteros: Thank you.

262

00:42:00.790 --> 00:42:07.540

Philip Tran: And Jennifer. What do you think? Do you think there's any certificates

that we could add that would add value to our students, and also to our community.

263

00:42:08.400 --> 00:42:12.400

Jen Corrao: I was thinking about that because I was thinking that I was thinking.

264

00:42:13.420 --> 00:42:17.830

Jen Corrao: who would? Who is your target audience for the certificate?

265

00:42:17.950 --> 00:42:22.870

Jen Corrao: And i'm thinking the target audience is probably somebody that is

College of San Mateo

already working.

266

00:42:23.250 --> 00:42:33.410

Jen Corrao: I already has a 4 year degree already has our masters. but it's probably an area that they feel as if they could work on them to move up their career.

267

00:42:33.430 --> 00:42:37.050

Jen Corrao: So i'm thinking of what type of skills would be needed

268

00:42:37.060 --> 00:42:57.030

Jen Corrao: to be move up in their career, where I think something like a business

strategy costs, I think of like a course would be really good. I think the business

communication, I think, would be good, I think, like a Mini Mba would be good as

well if you're able to do something where it's not a full-blown 3 year mba

269

00:42:57.170 --> 00:43:03.540

Jen Corrao: if you're doing able to do some sort of like certificate of business

management. I think that is important. I just think.

270

00:43:03.580 --> 00:43:07.790

Jen Corrao: looking at, because that that's your demographic right? Somebody that

271

00:43:07.990 --> 00:43:16.280

Jen Corrao: it has already been a college, has been working for. I would probably

assume, like 10 years that wants to somehow get some sort of edge on there

272

00:43:16.390 --> 00:43:17.180

Jen Corrao: here.

273

00:43:17.540 --> 00:43:23.530

Jen Corrao: And so i'm just thinking of that person that's been around for 10 years

is probably already a manager

274

00:43:23.730 --> 00:43:27.440

Jen Corrao: already has a lot of basics, so what is going to help them get ahead.

275

College of San Mateo

00:43:27.850 --> 00:43:40.360

Jen Corrao: which I think is a lot of the If you look at a lot of what executives, what they do to day to day, they're looking at strategy. They're looking at vision.

They're looking at. How are we changing by kind of like more
276

00:43:40.610 --> 00:43:44.970

Jen Corrao: strategic items? I think so. Maybe focusing on that, I think would be good.

277

00:43:47.030 --> 00:43:50.950

Philip Tran: Can I put you on a spot, Jennifer, and ask you a question? And
278

00:43:51.750 --> 00:43:53.500

Philip Tran: you, if you
279

00:43:53.540 --> 00:43:59.730

Philip Tran: we're lacking in certain areas of communication or strategy or just.

280

00:43:59.860 --> 00:44:05.240

Philip Tran: You're lacking in some type of skill that you think you want, that you think you need to improve on to elevate where you're at.

281

00:44:06.070 --> 00:44:11.320

Philip Tran: Would you? Would you be going through a community college catalog to look to upscale?

282

00:44:11.340 --> 00:44:13.280

Philip Tran: Or would you look somewhere else?

283

00:44:13.480 --> 00:44:17.070

Jen Corrao: And we're we're just trying to be realistic. I
284

00:44:19.400 --> 00:44:35.890

Jen Corrao: and you won't hear our feelings either. No, I think you know the the ones that's already appealing Are the ones like Harvard or Gail, or something like that, right? Those those are the ones that's always appealing. But I think somehow you would need to.

College of San Mateo

285

00:44:37.020 --> 00:44:55.410

Jen Corrao: You need to do something different than just like an online like type of degree, I get online 10 degree. So what else are you? Including as part of that like it's figuring out? What can you couple on to just like in another sort of certification.

286

00:44:55.670 --> 00:45:04.870

Jen Corrao: and I think figuring that out. I think it's key, because if you do a standalone certification, I don't think I don't think that it would receive a lot of interest.

287

00:45:06.070 --> 00:45:06.800

Philip Tran: Yeah.

288

00:45:06.900 --> 00:45:15.100

Philip Tran: in in talking to the people I know in industry, and they'll graduate from private universities, and graduate from Ucs with

289

00:45:15.410 --> 00:45:24.500

Philip Tran: great great degrees. I I don't know if they're you know they they're not looking at a community college. They're not running to their nearest community college

290

00:45:24.560 --> 00:45:26.220

Philip Tran: to try to upscale.

291

00:45:26.700 --> 00:45:43.010

Jen Corrao: and that's just an honest that's just honest feedback I've done from the people I know

292

00:45:43.140 --> 00:45:58.170

Jen Corrao: cost efficient. Is it something? That is it? It just needs to have some sort of selling point. And what i'm hearing now is it's just a certification. I

College of San Mateo

don't think that there's a selling point, unless there's something that you can

couple on it.

293

00:46:01.600 --> 00:46:02.410

Philip Tran: I see.

294

00:46:03.190 --> 00:46:12.810

Francisco Gamez: And I think what Jennifer saying is absolutely correct. I mean you

have to think about it Community colleges for all intensive purposes, lower division, it's freshman and sophomore level.

295

00:46:12.810 --> 00:46:26.800

Francisco Gamez: So if somebody who is already has a master's degree, or a bachelor's degree, is already in industries and managerial position. You're probably going to be looking at a 4 year university plus kind of building that

certification. So you know, like

296

00:46:26.800 --> 00:46:41.360

Francisco Gamez: i'll extension. You see, Davis has a lot of extension courses as

well, you know there's all those options, and you know it's it's just a reality,

right? So I think what Jennifer said really hits home in terms of who's your target? Audience?

297

00:46:41.360 --> 00:46:53.830

Francisco Gamez: So as the faculty, when you're thinking about developing new certificates and degrees. You have to think about who's the target audience.

Given

the limitations that you have within the organizational structure, right?

298

00:46:53.830 --> 00:47:04.900

Francisco Gamez: Whether it be the limitations on marketing, but to talked about

the points of distinction for your program. What makes it so? So? I think those are

all things to consider.

299

00:47:05.290 --> 00:47:09.850

Jen Corrao: And then also, I think another thing to also think about is that

300

00:47:10.390 --> 00:47:13.240

Jen Corrao: maybe maybe I would be your target audience.

College of San Mateo

301

00:47:13.580 --> 00:47:24.220

Jen Corrao: Maybe maybe your target audience would be somebody that you know went to a call just a a tail that is working now that wants that. That's really interested in social media

302

00:47:24.450 --> 00:47:41.650

Jen Corrao: that wants to get on social media, but then maybe they don't have time for a full blow degree to focus more on that. But but for somebody that wants to take like, you know, 6 months, and to do something with social media, and they can have that certification and something to put on a resume. But it's not something that that is.

303

00:47:42.260 --> 00:47:48.180

Jen Corrao: that is kind of like some big kind of like degree or something, but something that might get them through the door.

304

00:47:48.790 --> 00:48:02.120

Jen Corrao: and I think, and I think selling what could be okay after you're done this certification. We have these job players, and we have top companies in in the bay area that would be there. The job there. I think that could be like a

305

00:48:02.130 --> 00:48:04.210

Jen Corrao: You know something that is a selling point.

306

00:48:05.680 --> 00:48:06.300

Hmm.

307

00:48:06.870 --> 00:48:12.670

Jen Corrao: I think I think it's focusing on. Who do you want to target? Because I don't think I don't think you would want to target?

308

00:48:12.700 --> 00:48:16.740

Jen Corrao: I don't think the audience would be Brian or on Go ahead.

309

00:48:18.740 --> 00:48:27.460

College of San Mateo

Philip Tran: Oh, so i'd be curious to know, based on what we've been talking about.

Is there anything you'd like to add to the conversation based on the the
310

00:48:27.640 --> 00:48:30.220

Philip Tran: responses we've gotten from a Jennifer and Ryan.

311

00:48:30.700 --> 00:48:40.610

Sujata Verma: Yeah, I I have a question for Jennifer. I really like how you talked

about communications. and I'm just wondering, as

312

00:48:40.640 --> 00:48:54.120

Sujata Verma: you know, what are you seeing? There? Is there a get greater gap

between in oral communication or written communication for the the new. You know

the new people that you hire.

313

00:48:54.470 --> 00:48:56.380

Jen Corrao: Yeah, I think

314

00:48:58.130 --> 00:49:14.830

Jen Corrao: I think kind of like both. I think kind of both. And maybe maybe it's

Also, I feel like I'm in a unique place where, like my first side of my career, a

lot of my mentors were kind of like the older, like 80 boomer, probably generation.

And so i'm kind of like molded by that where it's like a very professional right.

And then now I work

315

00:49:14.900 --> 00:49:20.010

Jen Corrao: at adobe where it's in a very tech where it's very kind of like more

progressive environment.

316

00:49:20.090 --> 00:49:22.910

Jen Corrao: So I think it's. It's just.

317

00:49:23.960 --> 00:49:29.960

Jen Corrao: I think it's both. I think it's both like, you know, talking to somebody verbally. I think it's written. I think it's just.

318

00:49:30.090 --> 00:49:41.950

College of San Mateo

Jen Corrao: you know, like if if you're writing a very like this is something I

tell, like my team like the junior folks on my team. When you're writing a very

complicated email, do not write a paragraph upon upon paragraph

319

00:49:42.010 --> 00:49:44.550

Jen Corrao: like do suing to bullets.

320

00:49:44.750 --> 00:49:55.900

Jen Corrao: Or if you're like my team, we have a lot of data that we're constantly

sending to our business partners. Please do not ever send anybody just a report as

an attachment. You need to send them the report. And you say.

321

00:49:56.240 --> 00:49:58.910

Jen Corrao: based on my analysis, this is the

322

00:49:58.920 --> 00:50:03.350

Jen Corrao: highlights, and then you give them a couple of bullet points.

This is

my analysis.

323

00:50:03.460 --> 00:50:09.070

Jen Corrao: but you know, Attach is all the details, but I've done that analysis

for you, and this is what I see.

324

00:50:09.080 --> 00:50:27.780

Jen Corrao: and so I tell my my employees that all the time like nobody should be

sending anybody any raw excel files. What is your analysis? And what is your Take

away? Because you want people to know that you understand the data that you're?

That's not producing the data. But you're you're absorbing and understanding the

data.

325

00:50:28.810 --> 00:50:34.940

Jen Corrao: Yeah, Me, things like that, like in terms of communication like that's

like through. Email I think

326

00:50:35.100 --> 00:50:46.660

College of San Mateo

Jen Corrao: to me again. I think it's so basic, but it's not basic for people that are new to their career. They need. They want to write these essays. Nobody has time to read a essay. I want to. I want to read 5 bullet points and get to my next email.

327

00:50:49.620 --> 00:50:51.350

Sujata Verma: Thank you so much. Yeah.

328

00:50:55.960 --> 00:51:03.870

Philip Tran: Great. Are there any other as we're about to wrap up the conversation?

Are there any other questions we'd like to ask Ryan and Jennifer before we sign off?

329

00:51:07.070 --> 00:51:07.700

Philip Tran: No.

330

00:51:09.770 --> 00:51:10.560

Philip Tran: all right.

331

00:51:10.740 --> 00:51:15.720

Peter von Bleichert: May we reach out to you through Philip? Would that be okay for to follow up the at all?

332

00:51:15.780 --> 00:51:26.550

Jen Corrao: I'm happy to help all Honestly, a lot of this stuff. It's really fun

for me to do it's it's it's a nice break in like my schedule, and it's like, you

know, anything to help, though i'm always happy to

333

00:51:26.820 --> 00:51:31.400

Ryan Ballesteros: great you, too.

334

00:51:31.660 --> 00:51:43.760

Philip Tran: It it's in the family because I recruited her husband, who is a Vp. Of

Engineering City College Advisory Board meeting a few years ago. Pre. Covid. So.

335

00:51:43.930 --> 00:51:52.280

College of San Mateo

Philip Tran: and I think both your emails are in the it's in the meeting request,

right? So you have your email addresses.

336

00:51:52.370 --> 00:51:53.290

Jen Corrao: I can't do.

337

00:51:53.820 --> 00:52:00.030

Ryan Ballesteros: Yeah, Thank you so much for the opportunity. And as you guys

mentioned, when you guys actually want to do those

338

00:52:00.090 --> 00:52:06.650

Ryan Ballesteros: interview type stuff like we're more than happy to be able to

assist with whatever it is to You know

339

00:52:07.920 --> 00:52:21.300

Jen Corrao: That would be wonderful. Thank you.

340

00:52:21.400 --> 00:52:29.610

Jen Corrao: And say, like, what do you think about this like, you know? And then

that's it like really quick and easy. They'll give you their opinions, and then you

can kind of move on, because I think that that might be good, too

341

00:52:30.220 --> 00:52:32.160

Philip Tran: cool. Thanks. Great.

342

00:52:32.480 --> 00:52:34.720

Lale Yurtseven: Yeah. Great. Thank you so much

343

00:52:34.730 --> 00:52:41.090

Philip Tran: with the Csm team. If you have time. Could you stay on the zoom and

we'll let our our our advisors go?

344

00:52:41.620 --> 00:52:48.810

Ryan Ballesteros: Thank you. Have a good day. I have a great weekend.

College
of
San Mateo
Business, Management
& Real Estate
Department Advisory Board

MARCH 24, 2023



Meeting Agenda

1:00: Welcome and introduction

1:05: Overview of Business/Management/Real Estate departments

1:10: Feedback from industry partners about our programs/courses

1:55: Final Words

Welcome Advisory Board Members!

Jennifer Corrao, *Senior Business Manager, Adobe*

Ryan Ballasteros, *Partner, New York Life Insurance Co.*

Business & Management Team

- Francisco Gamez, Ed.D. (Dean)
- Alexander Kramer, MPA (Dir. Workforce Development)

- Peter von Bleichert, Ph.D. (faculty)
- Lale Yurtseven (faculty)
- Sujata Verma, Ph.D. (faculty)
- Philip Tran (faculty)
- Marc Gottlieb (faculty)

Summary of Degrees and Certificates

- A.S. Business Administration (degree)
- A.S. Business Analytics (degree)
- A.S. International Business (degree)
- Business Analytics (certificate)
- International Business (certificate)
- Entrep. and Small Business Managment (certificate)
- Entrepreneurship - The Start Up (certificate)
- Small Business Managment (certificate)
- Marketing Specialist (certificate)
- A.S. - T Business Administration (transfer degree)
- A.A. Management (degree)
- Management (certificate)
- Human Resources Management (certificate)
- Project Management (certificate)
- Real Estate (certificate)

Future Degrees and Certificates

- Sales Professional (certificate)
- Leadership (certificate)

Questions for Advisory Board

1. What emerging skills do you anticipate industry will be seeking?
2. What gaps do you see in our department(s) offerings with the current demands in industry?
3. If you could recommend one new certificate, what would it be?

Course Enrollment Dashboard

Enrollment

Demographics

Definitions

Annual Course Enrollments

Annual Unduplicated Headcount

Term

☒ (All)

☒ Summer

☒ Fall

☒ Spring

Division

☐ (All)

☐ Acad Support & Lrng Tech

☒ Business, Educ, and Prof Prgms

☐ Counseling

☐ Kinesiology / Athletics / Dance

☐ Language Arts

☐ Social Sci / Creative Arts

☐ Student Equity & Support Prgms

☐ Math & Science

Subject

	16-17	17-18	18-19	19-20	20-21	21-22
TOTAL UNDUPLICATED HEADCOUNT	4,775	5,248	5,316	5,043	5,066	4,622
Business, Educ, and Prof Prgms	4,775	5,248	5,316	5,043	5,066	4,622

Course Enrollment Dashboard

[Enrollment](#)[Demographics](#)[Definitions](#)

Annual Unduplicated Headcount by Gender

Select Demographic:

Gender

Legend:

Unreported

Female

Male

Term

(All)

Division

Business, Educ, and Prof Prgms

Subject

(All)

Gender

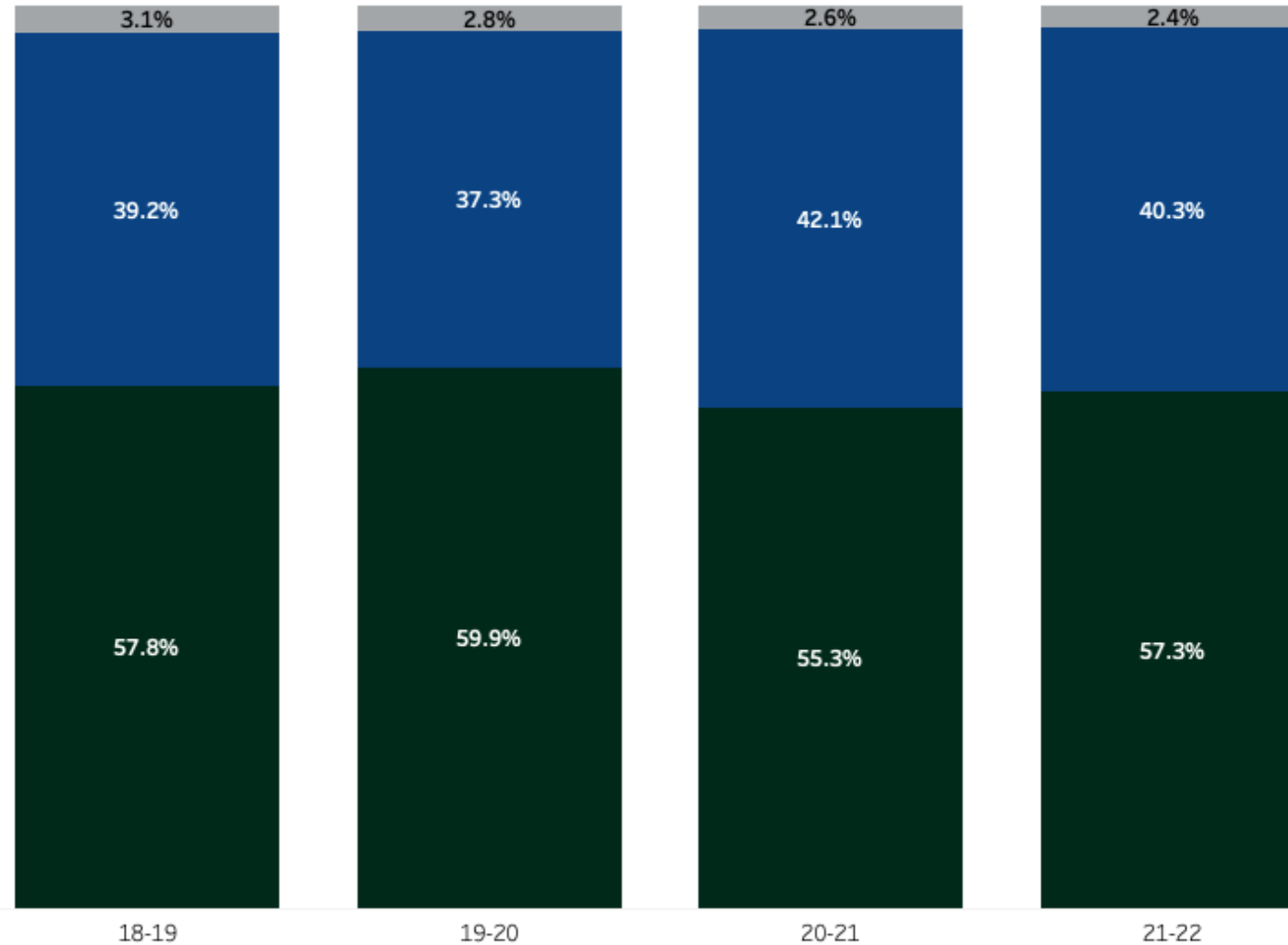
(All)

Race/Ethnicity

(All)

First Generation

(All)



UC/CSU Transfer Dashboard

Summary Campuses Transfer Retention & Grad Rates Definitions

Transfers from CSM to CSU

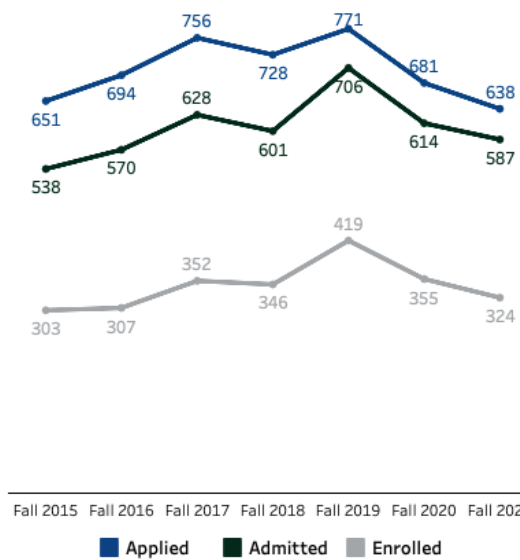


Select: California State University system

Average Number of Accepted Applicants
(Fall 2015 to Fall 2021)



CSU Totals by Reporting Period
(Fall 2015 to Fall 2021)



+ a b | e a u

← → ↺ ↻ ↶ ↷

UC/CSU Transfer Dashboard

Summary Campuses Transfer Retention & Grad Rates Definitions

Transfers from CSM to UC

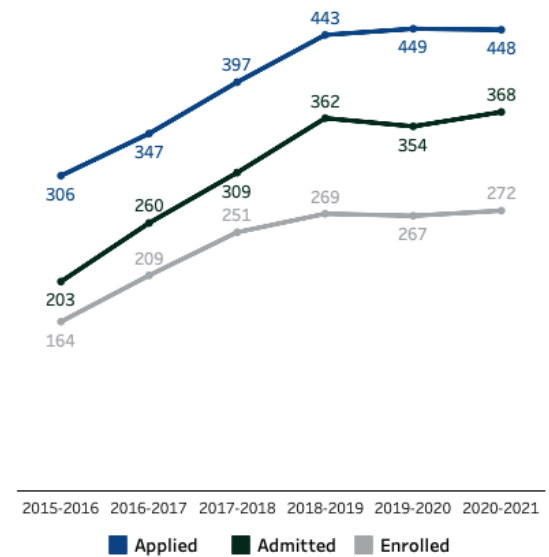


Select: University of California system

Average Number of Accepted Applicants
(2015-2016 to 2020-2021)



UC Totals by Reporting Period
(2015-2016 to 2020-2021)



+ a b | e a u

← → ↺ ↻ ↶ ↷

Number of Awards by Academic Year

(Click column headers to sort)

Award	Program	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	Grand Total
AS-T	Business Administration - Transfer CSU GE	37	43	15				95
AS-T	Business Administration - Transfer IGETC/CSU GE	48	49	20				117
AS-T	Business Administration (Associate Degree-Transfer CSU or UC)			56	48	95	81	280
AS-T	Business Administration (Associate Degree-Transfer CSU)			27	44	27	34	132

https://public.tableau.com/shared/7SK554PBQ?:display_count=n&:origin=viz_share_link