

Utsumi, Alana

From: Tran, Philip
Sent: Tuesday, April 16, 2024 4:07 PM
To: Utsumi, Alana
Subject: Re: Required Advisory Board Meetings

Hi Alana,
Here are the list of attendees.

- Tina Kain, MBA, Sourcing Manager, Meta
- Jerome Dees, MBA, Director of Sales and Events, Tacolicious
- Peter von Bleichert, Ph.D. (faculty)
- Lale Yurtseven (faculty)
- Sujata Verma, Ph.D. (faculty)
- Philip Tran (faculty)

College of San Mateo
Business, Management,
Public and Non-Profit Admin.
& Real Estate
Department Advisory Board

APRIL 05, 2024



Meeting Agenda

2:00: Welcome and introduction

2:05: Overview of Business/Management/Public and Non-Profit
Administration/Real Estate departments

2:10: Feedback from industry partners about our programs/courses

2:55: Final Words

Welcome Advisory Board Members!

Tina Kain, MBA, *Sourcing Manager, Meta*

<https://www.linkedin.com/in/tinayun/>

Jerome Dees, MBA, *Director of Sales and Events, Tacolicious*

<https://www.linkedin.com/in/speakerdees/>

Business & Management Team

- Peter von Bleichert, Ph.D. (faculty)
- Lale Yurtseven (faculty)
- Sujata Verma, Ph.D. (faculty)
- Philip Tran (faculty)

Summary of Degrees and Certificates

- A.S. - T Business Administration (transfer degree)
- A.S. Business Administration
- A.S. Business Analytics
- A.S. International Business
- A.A. Management
- A.S. Marketing
- A.S. Public and Non-Profit Administration
- Business Analytics (certificate)
- International Business (certificate)
- Entrep. and Small Business Managment (certificate)
- Entrepreneurship - The Start Up (certificate)
- Business Managment (certificate)
- Marketing Specialist (certificate)
- Management (certificate)
- Human Resources Management (certificate)
- Project Management (certificate)
- Real Estate (certificate)

Questions for Advisory Board

- What emerging skills do you anticipate industry will be seeking?
- Do you employ students with certificates or 2-year degrees and if so, in what areas and/or positions?
- What business related majors do you anticipate industry will be seeking in the future?
- Please recommend one new certificate in a business-related field.

Future Degrees and Certificates

- Sales Professional (certificate)
- Leadership (certificate)

WEBVTT

1

00:00:00.150 --> 00:00:03.029

Philip Tran: Alright and let me pull up the slides.

2

00:00:03.060 --> 00:00:04.840

Philip Tran: and I'm going to share the slides.

3

00:00:05.690 --> 00:00:08.750

Philip Tran: I think everyone's got a Pdf. Of these slides. I believe. Right?

4

00:00:09.400 --> 00:00:10.560

Philip Tran: Yes, okay.

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00:00:10.760 --> 00:00:11.630

Philip Tran: Awesome.

6

00:00:12.769 --> 00:00:16.829

Philip Tran: Sorry. I got 2 external monitors, so I gotta make sure

7

00:00:17.290 --> 00:00:19.440

Philip Tran: I'm on the right one. Alright. There we go

8

00:00:21.340 --> 00:00:24.270

Philip Tran: alright and then share

9

00:00:25.715 --> 00:00:26.550

Philip Tran: one

10

00:00:28.740 --> 00:00:29.500

Philip Tran: oop.

11

00:00:30.900 --> 00:00:32.960

Philip Tran: Okay.

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00:00:34.360 --> 00:00:36.400

Philip Tran: okay, that's not the one I want to share.

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00:00:38.270 --> 00:00:42.013

Philip Tran: Okay, so I got this weird vertical screen going.

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00:00:42.530 --> 00:00:45.769

Philip Tran: So that doesn't look right.

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00:00:47.400 --> 00:00:50.179

Philip Tran: that's too small. Correct. You're not able to see that.

16

00:00:50.880 --> 00:00:51.999

Philip Tran: or are you able to see that.

17

00:00:52.000 --> 00:00:54.880

Tina: It's a little small, but it's visible to me.

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00:00:55.320 --> 00:00:57.169

Philip Tran: Yeah, so 2 smaller people.

19

00:01:00.800 --> 00:01:05.289

Jerome Dees: That's a little weird. I have it up on my end, too. So I can. I can power through.

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00:01:05.900 --> 00:01:06.850

Jerome Dees: Okay.

21

00:01:07.095 --> 00:01:10.530

Philip Tran: Alright, if you don't mind, cause I I have one. That's I have once

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00:01:11.070 --> 00:01:18.690

Philip Tran: monitor us landscape, and one is kind of horizontal because I do a lot of spreadsheets. So that's why it looks like that. But if you're okay with it, let's go with that.

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00:01:20.150 --> 00:01:21.509

Philip Tran: Okay, great

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00:01:22.280 --> 00:01:42.670

Philip Tran: thank you. Everyone for joining our College of business or our college

of San Mateo Business Department Advisory Board Meeting. We have these meetings every single year. And it's wonderful that you're able to step in and share your thoughts in industry, and gives your insight into our our department

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00:01:43.810 --> 00:01:52.449

Philip Tran: so real quick agenda. Here we're trying to go. We'll power through this meeting in an hour or less. Briefly, we'll go through the introductions here.

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00:01:52.510 --> 00:01:55.949

Philip Tran: and then we'll go through the overview of our department

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00:01:56.385 --> 00:02:04.379

Philip Tran: as well as the the chunk of the meeting is going to be from from you, Jerome and Tina, getting your feedback on our program and courses.

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00:02:05.510 --> 00:02:12.759

Philip Tran: And with that said, welcome, Tina Kane and Jerome D's Tina. Would you like to give a brief background on on your.

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00:02:12.820 --> 00:02:16.159

Philip Tran: on your professional history and your what you're currently doing now at Meta.

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00:02:16.160 --> 00:02:42.200

Tina: Sure. Well, thank you for this opportunity to speak to this group. I appreciate the you know. Allow me time allowing time for me to to talk to this team. So I've been with Meta for the last 5 years. Being a sourcing manager. In my role, I support our data centers. Facility operations. Make sure that the data centers are running without any interruptions. But

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00:02:42.200 --> 00:02:55.225

Tina: equipments are being maintained, and that you know, we have the right contracts. We have the right suppliers in place to support the data centers. Prior to Meta. I was with

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00:02:55.620 --> 00:03:16.189

Tina: Jones Lang Lasalle. I was with kessen the gab, and also a bank. So in different industries, but all in the same area of sourcing for facility operations. So look forward to provide my insight around supply chain, and facilities operations.

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00:03:17.360 --> 00:03:18.390

Philip Tran: Thank you, Tina.

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00:03:19.950 --> 00:03:47.654

Jerome Dees: Good afternoon, everyone. My name's Jerome Dees. I am currently the director of sales and events with talk alicious. But the team just about 6 months now, ours with wise sense for 5 years, as a way, Boulanger, which is not La Boulanger, which was bought by Starbucks for a while down in the South Bay, and I was with Bagel brands for 8 years which is nois on the West Coast oversee Washington, Oregon, Northern California. I've sold well over 4 million bagels in my career. Lots of loaves of bread.

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00:03:48.250 --> 00:04:06.800

Jerome Dees: just really love the restaurant industry and all that it offers. So I'm super excited to be here today. I have my Mba dual, BA's. I earned my associates degree from Annual Valley College and grown up the West Oakland education was was my way out, so I I'm happy to offer some insights.

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00:04:07.830 --> 00:04:10.359

Philip Tran: Awesome. Thank you so much. Team. And Jerome

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00:04:10.904 --> 00:04:21.275

Philip Tran: our Dean, Francis Gummes, is not able to make it, or he might pop in later. He's gotten a conflicting schedule, and our director workforce is not available to make it but

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00:04:21.680 --> 00:04:22.670

Philip Tran: first with

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00:04:23.660 --> 00:04:23.990

Peter von Bleichert: Some point.

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00:04:23.990 --> 00:04:32.690

Philip Tran: Is the most seasoned, I guess, and most senior person in our in our department. He's been here the longest. Pete, would you like to give a word.

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00:04:33.000 --> 00:04:35.909

Peter von Bleichert: Sure. Hi, yeah, I'm the old guy.

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00:04:36.298 --> 00:04:51.410

Peter von Bleichert: Hello, Jerome! Hello, Tina! Thank you so much for sharing your

time with us today. I've been at college, San Mateo since 2,001 as a part-timer, and since 2,015 as a full-timer.

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00:04:52.566 --> 00:05:13.603

Peter von Bleichert: I have my Mba. I have my doctorate. I worked in finance. I worked for Franklin Templeton, in California. I was recruited on the East Coast, moved out here, you know, after the dotcom bubble popped, and 9 11 everyone was let go. I pivoted to teaching at that point and started my own small business.

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00:05:14.090 --> 00:05:28.189

Peter von Bleichert: very much interested to hear what you say. We all kind of come out of industry, but I especially been separated from it for a while now. So I'm all. I always love to talk to people in the trenches. So thank you again. So much for being here tonight.

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00:05:29.960 --> 00:05:34.559

Philip Tran: Thanks, Pete, and we'll save Lala in case she pops in, and she can speak for herself.

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00:05:34.740 --> 00:05:36.410

Lale Yurtseven: Oh, I I'm here. Yeah, I'm here.

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00:05:36.410 --> 00:05:37.550

Philip Tran: Oh, there you are! Oh, Hi! Lola!

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00:05:37.550 --> 00:05:45.680

Lale Yurtseven: Been here. Yeah, listen. If you hear the other 2 introductions. I came from one meeting to another. That's why I was a few minutes late. I apologize.

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00:05:46.080 --> 00:06:10.629

Lale Yurtseven: Hi! Jerome and Tina, I'm really really excited to have you on our exi advisory board. and look forward to hearing what you have to say. My name is Lali and I. I started teaching at the under college in 2,006. So I've been doing it for quite some time. I was in industry before that. It was I was in marketing and business development for a

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00:06:10.630 --> 00:06:23.049

Lale Yurtseven: back. Then pretty good tech company that doesn't exist anymore. and I've been part time like I said at the end of college since 2,006, I joined the district as full time faculty in 2,014,

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00:06:23.060 --> 00:06:36.590

Lale Yurtseven: and started at Kanyada College first, and then moved to college of San Mateo. We've made a lot of changes in our business department here at college of San Mateo with new programs. We're trying to be innovative

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00:06:36.954 --> 00:06:54.089

Lale Yurtseven: and be ahead of the game, because there's so many changes in technology that impact the business environment which impact our business students. So I really look forward to hearing from you 2 industry professionals. What you know what we can do better.

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00:06:55.690 --> 00:06:56.699

Philip Tran: Thank you, Lolly.

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00:06:56.710 --> 00:07:05.760

Philip Tran: and we have sujata Murma, who is our most recent hire. She was hired 2 years ago, a year and a half ago, Sujat, which like to give a word or 2.

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00:07:05.910 --> 00:07:06.950

Sujata Verma: Yes, sure.

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00:07:08.430 --> 00:07:13.599

Sujata Verma: hi! Jerome and Tina. Very nice to have you on the Advisory board.

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00:07:14.255 --> 00:07:36.470

Sujata Verma: My name is Sujata Verma, and I, was initially trained as an economist. I did a Phd in international economics and then made a transition to teaching business and then, later on to data analytics. And I also worked at industry at a tech firm

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00:07:37.108 --> 00:07:52.139

Sujata Verma: in data analytics. And I was hired as lali said that they started a new program in business analytics. And I teach business analytics courses at Csm.

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00:07:52.200 --> 00:07:58.080

Sujata Verma: And I'm new. So. But almost here, for one and a half years. So

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00:07:58.787 --> 00:08:10.010

Sujata Verma: I'm really looking forward to also hearing from you both about you know, insight, industry, insights and also business analytics as well

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00:08:10.310 --> 00:08:11.730

Sujata Verma: thank you for coming.

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00:08:12.840 --> 00:08:19.940

Philip Tran: Thank you. Sujata sujata is new to the college, but not new to teaching. She's been academics for decades now, sujata.

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00:08:19.940 --> 00:08:22.091

Sujata Verma: Yes, for decades is correct.

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00:08:22.450 --> 00:08:23.030

Philip Tran: Yeah.

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00:08:23.170 --> 00:08:49.940

Philip Tran: awesome. And I've been with the district since 2,021 first started teaching in 2,018, and before that I was in industry I won't go too much into myself, because everyone already knows me. So with that being said, here's a summary of our degrees and certificates. Thank you, Lollip, for cleaning up this slide for us from previous years. But let's just jump right into the meat of the meeting which is

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00:08:49.980 --> 00:09:01.520

Philip Tran: asking you the Advisory Board members some questions, and so each each of us came up with our own questions. So I was thinking, perhaps we could ask our own questions to the to the Advisory Board members.

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00:09:01.540 --> 00:09:08.690

Philip Tran: So I'll go first. The question I came up with was, what emergency skills do you anticipate? Industry will be seeking?

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00:09:08.770 --> 00:09:11.789

Philip Tran: Jerome and Tina would love to hear your thoughts.

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00:09:16.260 --> 00:09:21.399

Tina: Well, I don't know if you wanna start first, Jerome, or would you like me to start? And then.

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00:09:21.400 --> 00:09:24.189

Jerome Dees: I'll I'll let you swing first. I'll take the next one first.

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00:09:24.460 --> 00:09:24.730

Tina: Okay.

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00:09:24.730 --> 00:09:25.400

Jerome Dees: Alternate.

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00:09:25.600 --> 00:09:53.640

Tina: Alright. I feel like this is a very it's a great question, but it's not one that's easy to answer. I was thinking about this question. And I feel like there are a few skill sets. They're not necessarily technical skills, but more soft skills. And you know, just to caveat those really my opinion, not that of my company. So I just wanna make sure that you know. I I don't misspeak. But

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00:09:53.640 --> 00:10:18.579

Tina: being that I work for Meta. I know one of the skills or one of the directions that the company is going is AI, right? So I think in business. It's important for all of us to understand where that's heading and how we can leverage AI to help us make better business decisions. So then, you know, understanding the space, understanding

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00:10:18.580 --> 00:10:30.440

Tina: what technologies are available to help us, you know, be better and quicker and making decisions with the information we know. I think that's going to be super helpful. So

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00:10:30.440 --> 00:10:40.479

Tina: you know, I don't see that as maybe it's not technical skill, but definitely understanding of that space along with that, you know, obviously, as companies.

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00:10:40.990 --> 00:10:53.129

Tina: as as we interact more in a global space, be able to understand global implications of your business

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00:10:53.170 --> 00:11:14.672

Tina: and how the economy plays a role in in that as well. So more of, you know awareness of geopolitical environment and how that impacts the business would be super helpful for any you know anyone in business just have the acumen to be able to.

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00:11:15.140 --> 00:11:17.140

Tina: you know, to understand the space.

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00:11:17.510 --> 00:11:21.530

Tina: I'm gonna pause there and let Jerome chime in. And you know.

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00:11:22.090 --> 00:11:22.750

Tina: yeah.

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00:11:23.240 --> 00:11:24.990

Jerome Dees: Similar thought process.

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00:11:25.300 --> 00:11:25.609

Peter von Bleichert: About.

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00:11:25.610 --> 00:11:30.359

Jerome Dees: I I've been through the financial crisis. I've been through the housing crisis, and

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00:11:30.580 --> 00:11:48.260

Jerome Dees: what I found is every time we go through on these cycles. We end up asking people to do more with less and then do more with less. And 4 people become 3 become 2 the current department I'm supporting was 1. 6 people doing. What we're doing now is 3, and we're doing more than they ever did with those 6.

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00:11:48.510 --> 00:11:51.490

Jerome Dees: So I agree, I think the soft skills and really

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00:11:51.880 --> 00:12:18.639

Jerome Dees: the problem solving and the teamwork and the time management and real world applications of that I really enjoyed when going through college, where company would say, Hey, here's a problem we're having, and we'd really be able to dig into it with actual numbers. And it wasn't just an abstract thing. I I wonder if I have a formula, how I get to use that formula? Why, it even others. I don't want to learn something that's so abstract, and I never get to use it. I

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00:12:18.810 --> 00:12:26.160

Jerome Dees: I'm finding a lot of people are graduating right now, and it doesn't really feel like they can jump in there and and do what needs to be done. At times.

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00:12:29.750 --> 00:12:58.640

Tina: I just wanna chime in. I really resonate what Drone said in terms of do more

with less, obviously with Meta. We recently had a huge layoff, right? And so that has a huge impact on our operation. So how do you, as a organization, be able to continue to, you know, grow or sustain yourself with less headcount. So then it goes back to technology. What can we leverage to allow us to do more with less?

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00:13:00.180 --> 00:13:19.580

Tina: I I think the other piece that I want to throw in there, too, is that obviously with Covid, our work environment has changed right. A lot of companies are allowing work remote. So I think the skill that is required is really understand how you, as an individual, can work

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00:13:19.580 --> 00:13:30.865

Tina: remotely or with the remote team, or have some sort of matrix work experience that allows you to be successful. Right? There are people that really

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00:13:32.142 --> 00:13:58.909

Tina: thrive on the human interaction. So you know, then you need to recognize that and be able to put yourself in a place where you are required to go into the office, or vice versa. You know you're better in the remote rem environment. But then your colleagues are all in person, like those are some of the softer skills that I think people are need to be aware of as they start, you know.

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00:13:58.910 --> 00:14:03.339

Tina: moving into a a full time role at this point.

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00:14:04.310 --> 00:14:07.389

Jerome Dees: I love that. My my first role out of college

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00:14:07.400 --> 00:14:26.995

Jerome Dees: I was a delivery driver got promoted to a sales manager, and it was a work from home job, and as a 22 year old, with no direction what that meant. It was a little sketchy for as much, and you figured things out as you go. I I didn't mention by do a lot of workshops in the community networking where people come in, and I'll teach them how to introduce themselves and how to interact with others.

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00:14:27.240 --> 00:14:43.210

Jerome Dees: And it's a lot of remote people that are just terrified of connect with others because they don't have to do it. So it's very awkward and uncomfortable. So I I love that train of thought. Having support for that, knowing that's the direction it seems like we're going. I I think that would hold a lot of value.

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00:14:44.220 --> 00:14:44.950

Jerome Dees: Anybody.

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00:14:44.950 --> 00:15:08.552

Tina: And and I think, along with that is the self motivation, right like, if you are remote and you're in your office 8 HA day. What makes you motivated to S, you know, continue to work and be able to deliver and produce right versus, just, you know, taking a break here and there. So I I think that also is part of the culture today that

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00:15:08.980 --> 00:15:13.400

Tina: one needs to understand or be aware of, to to be successful.

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00:15:18.000 --> 00:15:22.829

Philip Tran: Do any of my colleagues have any follow up questions related to this particular question here.

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00:15:23.972 --> 00:15:36.657

Lale Yurtseven: I was going to ask Jerome. You said you're doing more with less people and and and I know at Meta, it's more due to layoffs and and and

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00:15:37.524 --> 00:15:50.480

Lale Yurtseven: what? How much the technology play a role in that? What you say, or either of you? Is it because we have all these tools now? And and and we can produce more? Is there just more pressure on employees to produce more period.

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00:15:53.340 --> 00:15:56.000

Jerome Dees: Since this is a safe place that won't go outside of the.

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00:15:56.000 --> 00:15:56.690

Lale Yurtseven: No awesome.

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00:15:56.690 --> 00:16:12.729

Jerome Dees: There's unrealistic expectations from from above, and there's some of the layoffs that occurred. And I went through this at y sense, too, as a Vp. Of sales there. I oversaw the brand manager and the wholesale manager and a couple of event managers, and

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00:16:12.810 --> 00:16:22.899

Jerome Dees: I I think the assumption was we can cut a few bodies, and everybody will just figure it out. So we had to force some of the technology to support us.

So we didn't cry ourselves to sleep. But it was.

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00:16:23.310 --> 00:16:28.865

Jerome Dees: I think it was more some of those expectations, not aligning with reality, and forcing those of us that were left

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00:16:29.140 --> 00:16:48.360

Jerome Dees: to try to put together the pieces in my current role. They haven't had a directory in place in over a year and a half, and just not having that direction support. So I came in. We've got online ordering going. We've short up some of the systems a little bit. So we're we're getting by. But it's it's amazing. The amount of.

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00:16:48.360 --> 00:16:48.920

Lale Yurtseven: 50.

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00:16:48.920 --> 00:16:51.420

Jerome Dees: Hope they used to have to do what's being done.

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00:16:51.420 --> 00:16:52.380

Lale Yurtseven: Yeah. Yeah.

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00:16:52.620 --> 00:17:04.589

Lale Yurtseven: And and the other thing I was going to add, I think you made that comment about students coming out of college, or just not ready to do the job. I I think that's

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00:17:04.710 --> 00:17:12.000

Lale Yurtseven: kind of been a theme for decades, because, you know, they don't really learn the trade and and companies

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00:17:12.940 --> 00:17:17.140

Lale Yurtseven: do things differently. And I think sometimes students expect to

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00:17:17.349 --> 00:17:38.570

Lale Yurtseven: get really, you know, higher level jobs. But they need to realize. Most of them are just gonna be entry level. They are gonna go from the ground and and you know they're well rounded. They they'll have a well rounded education overall right? But you know, as far as the the trades themselves, or the nuts and bolts of doing the actual work. They're gonna have a learning curve in the beginning.

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00:17:39.640 --> 00:17:41.919

Jerome Dees: Anybody who will listen to me. I

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00:17:42.240 --> 00:17:52.490

Jerome Dees: need with them to volunteer or do something outside while they're getting their degree. My sister just got 2 associates degrees from Lady College.

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00:17:52.530 --> 00:18:04.159

Jerome Dees: and I talked with her on the phone the other day. She's like, I don't know what the hell to do like I am a planning jobs. No one's responding. I was like, well, connect with their alumni group. They have resources, you know. Let's get out their network like all the things that.

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00:18:04.500 --> 00:18:13.730

Jerome Dees: We know in our seats. But you know, with her just getting out the door to me, hand a degree. She's like, Okay, we're the jobs doesn't doesn't quite work like that. There's a little more to it.

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00:18:13.730 --> 00:18:19.479

Lale Yurtseven: Yeah, I I think internships are key. Right? So that students get internships while they're in school.

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00:18:20.320 --> 00:18:20.990

Lale Yurtseven: Yep.

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00:18:23.570 --> 00:18:24.380

Philip Tran: Okay,

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00:18:25.860 --> 00:18:28.889

Philip Tran: I'm gonna go with the next question.

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00:18:29.369 --> 00:18:33.860

Philip Tran: And I'll have the person who is who came up that question can ask it.

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00:18:38.010 --> 00:18:43.081

Sujata Verma: Yeah, I'm gonna ask the second question. And it's a 2 part question. So

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00:18:43.880 --> 00:18:51.099

Sujata Verma: do you employ students with certificates or 2 year degrees. I think you referred to it little bit Jerome. But

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00:18:51.737 --> 00:19:03.332

Sujata Verma: let me know. And then, if so, in which areas or positions do you see hiring taking place. For

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00:19:05.720 --> 00:19:10.449

Sujata Verma: for students with certificates and 2 year degrees associates degrees.

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00:19:13.180 --> 00:19:39.290

Jerome Dees: I think my experience will be a a somewhat unique, as it's in the food industry and yes, we do. We absolutely do welcome any level of education that comes our way. I think we're known as an industry where people don't really know what to do. They kinda end up here. Not a lot of people choose food services. Their first option for our team. We have a group of event servers all off site. They for customers and serve food.

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00:19:39.290 --> 00:19:56.660

Jerome Dees: I I wish I knew the breakdown of who had a degree versus who did it, but I know we have a tremendous amount of students that work with us cause a good shift. You can make \$600, and if you're only working 4 h in that day gives you a lot of flexibility to go to school on the side, so I don't know if that answers your question directly.

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00:19:57.770 --> 00:20:03.600

Sujata Verma: Yes, absolutely. Yeah, yeah, for sure. And what about you, Tina? What do you think.

132

00:20:04.520 --> 00:20:27.639

Tina: I think it depends. So I'm not gonna be able to say yes or no. I think it really depends on the skill set of the individuals and what they bring to the table. Right? So if I look at my company, we have so many employees, there's so many different, you know, roles out there. So it's hard to say that you know every single role.

133

00:20:28.473 --> 00:20:29.300

Tina: You know.

134

00:20:29.881 --> 00:20:37.319

Tina: has the opportunity for someone with a 2 year degree to be in in those roles.

I think it really

135

00:20:37.884 --> 00:20:45.295

Tina: comes down to their experience, and I love what was said earlier is that

136

00:20:45.840 --> 00:20:46.979

Tina: It's the

137

00:20:48.850 --> 00:20:54.353

Tina: Oh, I just lost my train of thought. It is the experience, and also

138

00:20:54.770 --> 00:21:01.399

Tina: you know the the networking opportunities that you may have. So I

139

00:21:01.470 --> 00:21:02.710

Tina: I I think.

140

00:21:03.030 --> 00:21:10.519

Tina: does the company have these roles? I'm sure there are, but I don't know what is the breakdown. How many roles.

141

00:21:10.890 --> 00:21:35.370

Tina: or who's enrolled that have a 2 year degree versus a 4 year degree, or whatever it may be. It really depends on the need of that particular role, and what other experience the person comes with? That may offset a higher education. Perhaps maybe they have, you know, 20 years of coding experience, and they only have a 2 year degree. And that's

142

00:21:35.370 --> 00:22:01.089

Tina: could be perfectly acceptable in this industry. Right? So I think it really depends on what role the individual is looking for, but it does require a little bit, and maybe more, of an entry level, and you work your way up. But that might be a great opportunity for somebody to just get in into that space and and learn more and grow with the organization.

143

00:22:02.040 --> 00:22:04.180

Sujata Verma: Absolutely absolutely

144

00:22:04.745 --> 00:22:25.830

Sujata Verma: and especially for certifications. A lot of students will come to the

community college to change. You know the field that they are working in and get newer degrees. And we see a little older. You know, people who've worked for a long time in a particular role. And now they want to partner new skills.

145

00:22:26.522 --> 00:22:32.407

Sujata Verma: And they would come. So do you think that? The employers

146

00:22:33.310 --> 00:22:44.540

Sujata Verma: in and in the industry. Look at the certifications. As you know, they consider the students who have the certifications as potential hires.

147

00:22:50.000 --> 00:22:53.360

Tina: Oh, I I was gonna say, I think anyone that

148

00:22:54.007 --> 00:23:16.670

Tina: is all ambitious and wants to continue to learn and have and want to go back and get additional certifications, or, you know, augment their skill or enhance their, you know, skill set, that is definitely a plus right. Any company any hiring manager would look more favorably to those that are

149

00:23:17.142 --> 00:23:27.070

Tina: that are willing, or, you know, wants to continue to grow as a individual. So I I you know it.

150

00:23:27.090 --> 00:23:36.680

Tina: It really depends on the role. But I I think you know, having additional certifications. Can is always a plus, in my opinion.

151

00:23:37.510 --> 00:23:38.220

Tina: Thank you. So.

152

00:23:38.220 --> 00:23:39.299

Sujata Verma: And thank you.

153

00:23:39.300 --> 00:23:52.950

Philip Tran: And I can ask you a more specific question. Would you hire a purchasing analyst who does not have a bachelor's degree, and they only have a 2 year associate degree. Is that Ca, even if you wanted to, could you? And would you.

154

00:23:54.475 --> 00:24:09.110

Tina: So I feel like I could. But it depends on my candidate of potential candidates. I pulled candidates right. If I have someone that has a 2 year degree versus somebody has a 4 year degree.

155

00:24:09.270 --> 00:24:14.860

Tina: Then I need to wait. On what other skill sets do they have?

156

00:24:14.900 --> 00:24:34.209

Tina: So I I think that's you know. That's why I feel like this. An this question is very difficult to say yes or no, could I? What I potentially sure, but depends on what are all the you know who are out there in the in the pool of candidates for me to choose from?

157

00:24:34.220 --> 00:24:36.739

Tina: That will help me make the decision.

158

00:24:37.090 --> 00:24:44.750

Philip Tran: So when you put out the Jd. There is no requirement for bachelor's degree for an entry level analyst role.

159

00:24:45.550 --> 00:24:58.970

Tina: So for my team. We actually do ask for for your degree, but it's not hard requirement. But we have seen a lot of candidates for entry level with 4 year degrees.

160

00:24:59.350 --> 00:25:06.460

Philip Tran: I see. And then specifically for you, Jerome, if you're gonna hire sales development rep, and they have, do not have a bachelor's degree.

161

00:25:06.580 --> 00:25:09.239

Philip Tran: Is that something that you would do, or have you have done.

162

00:25:10.140 --> 00:25:13.660

Jerome Dees: And we went back and forth about this at Y sons, cause I,

163

00:25:14.470 --> 00:25:41.829

Jerome Dees: when I started, I had a degree in philosophy and a degree in psychology. And then I got a sales manager role. So there was no terrible experience, nothing transferred over. So I I would. Personally, I think you know a lot of what I do. You learn as you go? But I will say also, when I got my sales manager job, I went to West Valley College and took a sales class, because, you

know, maybe I can learn something there that's gonna help me

164

00:25:42.106 --> 00:25:53.710

Jerome Dees: so even if they don't have a degree, but they're showing that they have done a conference for a workshop. And they're trying to get those skills that I could work with that all day long. There's that desire to to upskill.

165

00:25:56.090 --> 00:26:10.012

Tina: I definitely agree with that. If the person has a, you know, associate degree, but they may have a certification and supply chain as an example that will definitely help elevate their you know their

166

00:26:10.600 --> 00:26:13.080

Tina: yeah, that will help elevate them.

167

00:26:15.660 --> 00:26:16.290

Peter von Bleichert: Which.

168

00:26:17.140 --> 00:26:20.180

Lale Yurtseven: Would it be safe to say

169

00:26:20.440 --> 00:26:31.989

Lale Yurtseven: or or are most of your employees with 4 year degrees, anyway? And it's mo rather rare that somebody doesn't have a 4 4 year degree for those positions.

170

00:26:33.270 --> 00:26:35.420

Lale Yurtseven: Would that be, or is that

171

00:26:36.670 --> 00:26:39.690

Lale Yurtseven: would that be safe to assume that that.

172

00:26:40.910 --> 00:26:41.899

Peter von Bleichert: That's how it's him.

173

00:26:42.530 --> 00:26:43.160

Jerome Dees: But they.

174

00:26:43.160 --> 00:26:43.690

Peter von Bleichert: This sort of.

175

00:26:43.690 --> 00:26:45.860

Jerome Dees: We said, we get a live weekend also.

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00:26:45.860 --> 00:26:46.370

Peter von Bleichert: Walk, down.

177

00:26:46.370 --> 00:26:58.420

Jerome Dees: Come in and like sometimes it's right out of high school. You kind of fall into it, I do think, as you look at our managers, though you will start to see associates. But more the bachelors. I agree with you. I think it's rare that

178

00:26:58.490 --> 00:27:01.420

Jerome Dees: we're finding people that just stop at 8 Am.

179

00:27:01.420 --> 00:27:18.680

Lale Yurtseven: Yeah, yeah, because most I mean the reason why we're asking this, probably part of it. I don't remember who came up with a question. But but most of our students are transfer students. They are here to get the first 2 years, and we encourage them to transfer. We don't encourage them to go get a job after 2 years. You know, the the students that aren't

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00:27:18.680 --> 00:27:35.976

Lale Yurtseven: the traditional students are like what Sujata said. They're a little older. They're getting certificates or skills. They may some of them even already have bachelor's degree, and they come back to to learn a new skill that, like like business analytics, or they work for an international company. And we, you know, they take some international business courses. Right?

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00:27:36.963 --> 00:27:47.169

Lale Yurtseven: we, we definitely encourage our students for to go for a 4 year degree thinking that increases their chance and and their earning potential lifelong learning potential right.

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00:27:51.840 --> 00:27:55.180

Philip Tran: Okay, any other. Follow up, comments Pete. No.

183

00:27:56.140 --> 00:28:06.949

Peter von Bleichert: Actually. Yeah, if you don't mind. Tina, when you were speaking, I know. I mean, I've heard that face will hire a Coder. That has that 20

years experience, but doesn't have the degree

184

00:28:07.280 --> 00:28:12.670

Peter von Bleichert: on the management side. When you say an entry, level management position

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00:28:12.730 --> 00:28:19.210

Peter von Bleichert: and and Jerome. I'm just asking Tina just because of the scale, obviously of the organization. Are they truly

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00:28:19.300 --> 00:28:24.609

Peter von Bleichert: entry level? Because some of our students, even after the the transfer. In the 4 year

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00:28:25.180 --> 00:28:31.019

Peter von Bleichert: they'll roll out with the degree and apply for entry level positions. But they're really

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00:28:31.080 --> 00:28:39.130

Peter von Bleichert: asking for more than you know. Just a degree. Are there really, truly entry level management positions out there anymore?

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00:28:41.176 --> 00:28:49.569

Tina: I wanna say there are. I I know. Previously, Eve, even other companies I've been in there

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00:28:49.620 --> 00:29:13.599

Tina: have been dedicated like management leader, or or you know, I can't remember. But it's essentially a program to kind of groom those that have the potential to become managers in in the future. Right? So flight management and training, if you will. Type of programs. And I, I feel like, you know.

191

00:29:13.600 --> 00:29:35.379

Tina: the majority of the companies I've been with definitely offer those types of programs. And so it's really dedicated to help individuals that have the potential to, you know, hone in on the leadership skills and what it takes to be a team. So I I feel like, you know, if that is the direction

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00:29:35.380 --> 00:29:46.060

Tina: people are leaning towards. I I feel like the opportunities are definitely there, and I know at Meta there are opportunities like that as well.

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00:29:47.340 --> 00:29:52.779

Peter von Bleichert: And would you recruit from outside for a management trainee program, or those internal?

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00:29:53.400 --> 00:29:56.830

Peter von Bleichert: Is that internal recruiting just of superstars.

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00:29:58.433 --> 00:30:17.060

Tina: My understanding is that there are both. There are external you know, programs to well, there are programs that are geared towards the external candidates. And there are internal programs. That help, you know. Existing employees grow into those roles.

196

00:30:18.190 --> 00:30:25.690

Peter von Bleichert: Do you think us one of our students with a a certificate of achievement, say in management, would be considered for such a program?

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00:30:25.930 --> 00:30:35.169

Peter von Bleichert: Or does it go, you know, like your Jd's? Is there any language that says you must have completed an associates or a bachelors.

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00:30:36.960 --> 00:30:43.590

Tina: I would think it really depends right like again it. It's not just

199

00:30:44.080 --> 00:30:51.520

Tina: what their degree is in, or you know whether it's the Aa or BA, or whatever it may be, it's

200

00:30:51.640 --> 00:31:02.040

Tina: other accomplishments. Other skill sets other experience. The individual brings to the table. So I I think to, you know, make

201

00:31:02.170 --> 00:31:06.899

Tina: a stronger case. The individual has to, you know.

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00:31:07.570 --> 00:31:26.059

Tina: be a more round well rounded candidate, if you will. To, to maybe offset the educational maybe they're, you know. They don't have a 4 year degree, but if they have something else that could be a you know, that could help

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00:31:26.340 --> 00:31:29.050

Tina: overcome a

204

00:31:29.600 --> 00:31:31.619

Tina: a a degree as an example.

205

00:31:32.750 --> 00:31:38.859

Peter von Bleichert: And do you think they could get past the algorithm and make it to you for that? That human decision.

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00:31:40.260 --> 00:31:57.309

Tina: I think. Yes, depending on how we create the requisition. Right? The depends on whether it's a requirement, or if it's a nice to have to have a 4 year degree. So I think it really varies, depending on the need of the particular role.

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00:31:59.110 --> 00:32:00.429

Peter von Bleichert: Thank you very much.

208

00:32:02.690 --> 00:32:04.700

Philip Tran: Do you have anything to add to that drill, or is that

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00:32:04.920 --> 00:32:08.769

Philip Tran: pretty much echo same thing with your your organization?

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00:32:09.540 --> 00:32:29.009

Jerome Dees: Yeah. During my time at Noah's I had a staff that was maybe 120 people at 1 point, and I see the food industry squared where we do see a lot of people that they'll get out. They'll graduate, and then they'll end up with us for maybe 6 months, 9 months, just to show some experience along with the education. So I agree. I think

211

00:32:29.040 --> 00:32:52.399

Jerome Dees: the more well rounded a student can be leaving the college the better shot you give them. I was lucky with San Francisco State. I was able to take some work study I did, and to show that as a job that I had while going to school, so that package together made it a little easier to get that first job. But I think it a little more difficult if I just walked out my degree and said, Hire me, and you know.

212

00:32:52.400 --> 00:32:52.820

Peter von Bleichert: Yeah.

213

00:32:52.820 --> 00:32:57.030

Jerome Dees: I think it was viewed a little bit more as a risk at that point. So I I agree with what teams feel.

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00:32:58.550 --> 00:32:59.280

Philip Tran: Awesome.

215

00:33:00.020 --> 00:33:00.740

Peter von Bleichert: Thank you.

216

00:33:01.040 --> 00:33:02.040

Philip Tran: Thank you for that.

217

00:33:02.150 --> 00:33:06.690

Philip Tran: I was able to fix my screen problem. So I think it should look better. Now, let's see here.

218

00:33:08.940 --> 00:33:10.169

Philip Tran: okay, here we go

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00:33:12.740 --> 00:33:13.650

Philip Tran: already.

220

00:33:15.320 --> 00:33:16.450

Philip Tran: Third question.

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00:33:17.880 --> 00:33:25.879

Lale Yurtseven: I'll do the third question, what business-related majors do you anticipate? Industry will be seeking in the future

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00:33:27.200 --> 00:33:27.760

Lale Yurtseven: so very.

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00:33:27.760 --> 00:33:29.040

Jerome Dees: Very biased here.

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00:33:29.040 --> 00:33:29.780

Lale Yurtseven: Yeah.

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00:33:29.780 --> 00:33:45.959

Jerome Dees: Very, very biased, but I, as a Vp. Of sales twice over, and I used to work at the Specialty Food Association and a few other groups. I think there's always gonna be a world where you need quality salespeople who have those soft skills and the interpersonal skills.

226

00:33:46.443 --> 00:34:13.490

Jerome Dees: I out of college, starting my own catering company, and was an entrepreneur for a while, and there was so much that I did not know, and so much that I learned the hard way. But whenever I see someone who may have a certificate of an entrepreneurship, or has started their own company, I know that they've done so many different things. They can adapt that you know that that works my heart a little bit to them. So I I think the sales, the marketing, the entrepreneurship.

227

00:34:13.570 --> 00:34:26.620

Jerome Dees: Those are things that, as I'm looking at people to hire both in the restaurant and then through some of the projects I work with with the College of Adaptive Arts and a few others there. Those are the things that that stand out to me.

228

00:34:28.929 --> 00:34:29.719

Tina: I definitely, yeah.

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00:34:29.964 --> 00:34:30.209

Peter von Bleichert: Like.

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00:34:30.210 --> 00:34:33.050

Tina: Rod. I also think that

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00:34:33.320 --> 00:34:45.359

Tina: this should just tell you mentioned this, and this is your area of expertise. But I think, having a strong analytical skills is super important, especially you. If you.

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00:34:45.449 --> 00:35:15.440

Tina: if the individual aspires to be in the leadership role, you need to understand the data behind your decisions or be able to make decisions with data. I, I think you know a also in the space of data science. Now that we have

technology, we have so much data. Perhaps at our fingertips. What do we do with it? How do you slice and dice the information so that you can actually make better business decisions. And you know what is

233

00:35:16.220 --> 00:35:37.379

Tina: noise and what is things? What are the data that you wanna focus on? So I think that to me is gonna become even more important as we have more data. How do we funnel to and focus on the data that's most important to us to make the the right business decisions.

234

00:35:38.680 --> 00:35:47.209

Jerome Dees: No, you reminded me. I have a cheat sheet that I forgot to check off the the leadership, and the management piece is is huge. I

235

00:35:47.610 --> 00:36:05.339

Jerome Dees: I found all too often that we find people that are good at at hammering a nail, and then we promote them to manage other people to hammer nails, but we're not teaching them how to teach those people how to encourage how to support. And I I think that's why we see some of that toxicity in some cultures, because we

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00:36:05.640 --> 00:36:11.510

Jerome Dees: we're not giving people a fair chance to offer the support that they wish that they'd have. And I

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00:36:11.650 --> 00:36:16.360

Jerome Dees: just reconciling that disconnect and giving people those resources.

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00:36:16.660 --> 00:36:25.649

Jerome Dees: You can tell the difference between someone who's had a little bit of support and encouragement and mentorship, and someone who has it. When it comes to to that area of the business.

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00:36:28.470 --> 00:36:30.078

Tina: And Jerome what you said?

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00:36:30.820 --> 00:36:51.470

Tina: trigger a a thought is that you mentioned mentorship? That wasn't something on my like, you know list. But I do think that is a great call out is that you know students or professionals having a mentor is such a great idea to help them. Kind of, you know.

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00:36:51.490 --> 00:37:05.890

Tina: move in the right direction or get guidance on. You know how to navigate their career and such. So I think that is a great piece of advice for all students, and even, you know, working professionals. I think that is a

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00:37:06.300 --> 00:37:10.759

Tina: as super helpful to to any individual trying to

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00:37:11.320 --> 00:37:14.709

Tina: progress, and just navigate, navigate the day to day.

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00:37:15.700 --> 00:37:41.569

Jerome Dees: Not sure I shared it. But I I sit on the executive board with the College of Adaptive Arts in Saratoga, and we have a workforce development program that we just got a bunch of Grant money for. And we're super excited about and we're trying to make it a full circle moment where? Yes, the students need mentorship. We want the staff to have mentorship, but we can also offer that to companies in the community, because that's good for their Pr, that helps their professionals develop.

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00:37:41.690 --> 00:37:45.770

Jerome Dees: So it it doesn't just stop with the school. We're also

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00:37:46.170 --> 00:37:55.410

Jerome Dees: I do a lot of mentoring. And I feel like I get more out of it than the Mentees sometimes do, and it feels very selfish and very self serving, and I think

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00:37:56.290 --> 00:38:06.559

Jerome Dees: there's a tremendous amount of value importing into people and and giving people a sounding board outside of their work. Environment. So yeah, there's a way to tie that in and to

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00:38:06.670 --> 00:38:12.069

Jerome Dees: to give some opportunities in that regard. I I wish I had more of that. When I was a student.

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00:38:15.760 --> 00:38:21.339

Peter von Bleichert: I'm sorry, Jerome. Did you say you seek mentors in outside organizations, other companies.

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00:38:21.360 --> 00:38:24.649

Peter von Bleichert: or you mentored them in some way.

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00:38:25.418 --> 00:38:32.050

Jerome Dees: It's gonna be a little bit of both. The hope is to have professionals that are willing to invest some of that time.

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00:38:32.450 --> 00:38:46.020

Jerome Dees: The the College of Adaptive Arts works with adults, with disabilities. They're typically aged out of the system or don't have the the college like experience that on this might. And we're finding that typically those individuals.

253

00:38:46.050 --> 00:38:50.979

Jerome Dees: they they're given jobs at goodwill or wiping tables and restaurants. And and

254

00:38:51.130 --> 00:38:57.330

Jerome Dees: disability doesn't mean you're not able. So we're we're trying to get rid of that stigma while also

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00:38:57.340 --> 00:39:02.710

Jerome Dees: connecting them with actual organizations and and real work. And it's just busy work.

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00:39:02.830 --> 00:39:03.819

Jerome Dees: cause I

257

00:39:04.160 --> 00:39:11.580

Jerome Dees: I have sat through some of the classes as part of my board duties, and I'm learning things. It's not like these classes are dumb down, or they're not.

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00:39:12.325 --> 00:39:14.340

Jerome Dees: So a little bit of both.

259

00:39:16.010 --> 00:39:17.699

Peter von Bleichert: Fantastic. Thank you.

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00:39:19.760 --> 00:39:22.750

Philip Tran: Any other comments. Sujata, Molly? No.

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00:39:23.740 --> 00:39:40.750

Philip Tran: I I actually have a question for you. Jerome, and I share in your bias about sales. No history, no country, no company in the history of the world has ever succeeded without sales. However, there isn't a way for you to get any sales training, or at least in the academic world.

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00:39:41.097 --> 00:39:57.449

Philip Tran: There's no degrees in sales. So what do you? What do you suggest in terms of you know from from our seat. Now that we, you know, being in academics, how do we solve that problem? How do we solve this need for more? Per? Have salespeople.

263

00:39:57.733 --> 00:39:58.299

Peter von Bleichert: Need them.

264

00:39:58.581 --> 00:40:08.419

Philip Tran: Especially with, you know what's happening with National association realtors and how they're going to be impacted. There's gonna be a lot of people who have been doing sales part time as part time realtors.

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00:40:08.550 --> 00:40:11.590

Philip Tran: not. It's not gonna be an attractive option for them anymore.

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00:40:11.700 --> 00:40:18.130

Philip Tran: So what do you suggest? We do to try to get people to get more of these type of skills, because these skills.

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00:40:18.300 --> 00:40:25.519

Philip Tran: you know, require some of the skills that both you and Tina were talking about earlier soft skills connecting with people, networking, etc.

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00:40:26.100 --> 00:40:31.940

Jerome Dees: Yeah, I I think connecting with organizations in the community can be huge. I

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00:40:32.020 --> 00:41:01.010

Jerome Dees: I know there are other people like me out there that are willing to invest a little bit of time here and there, and doing a job shadow, or sitting with someone for a few hours, is showing them. How I approach setting up my calendar, how I approach my script for cold calling, how often I check in! So I'm not that person that's annoying someone by being consistent. They have to feed my 4

boys. I I think there's a lot that just sitting with someone for a little bit and going through those things. We

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00:41:01.610 --> 00:41:08.895

Jerome Dees: both that label Onj many years ago with the San Jose, Chamber of Commerce, which was Sv. We did the

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00:41:09.680 --> 00:41:12.150

Jerome Dees: Oh, gosh! I'm losing the the word.

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00:41:12.420 --> 00:41:36.710

Jerome Dees: We brought in interns that would sit with my sales team, and it was a paid internship which was great. We did the same thing at my sons. We had a sales intern, and once a week they came in the office, and they sat with our team and really just absorbed what we were doing. We had them make some calls. So I I think, really just creating that environment where that work can be done, and in a safe place with people willing to to invest.

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00:41:36.850 --> 00:41:39.189

Jerome Dees: You know we're we're all

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00:41:39.650 --> 00:41:55.030

Jerome Dees: we like to be recognized. So yes, a Linkedin post, saying, Hey, thanks, Jerome for giving a little bit of time to work with our students. I I think you'll find people don't just be willing to do it for that, just to get their name out there and and show that they're doing some of those things.

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00:41:56.610 --> 00:41:57.320

Jerome Dees: Hmm.

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00:41:57.490 --> 00:42:03.629

Tina: I do agree. I think the shadowing is a great idea. I also feel that

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00:42:03.690 --> 00:42:24.390

Tina: communications is a huge part of sales. So I think, having, you know, good interpersonal skills, I think that can also build on. Maybe that's the foundation of you know, sales and this is me speaking, not knowing or not being in sales ever. But I feel like that could

278

00:42:24.390 --> 00:42:38.859

Tina: be an area for folks to at least, you know, have a strong foundation, and and

then going into like the the job. Shadowing opportunities would be a good way to to lead them to that direction.

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00:42:42.000 --> 00:42:43.489

Philip Tran: Awesome. Thank you.

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00:42:44.650 --> 00:42:49.779

Philip Tran: Okay. If there are no other comments or questions, we'll go to our last question here.

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00:42:50.690 --> 00:42:54.506

Peter von Bleichert: Yeah, this kind of funnels, everything we've been talking about.

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00:42:55.370 --> 00:43:00.370

Peter von Bleichert: please recommend one new certificate in a business-related field.

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00:43:06.610 --> 00:43:13.709

Jerome Dees: It's funny. I went right to the sales professional, but I know that was in the slide, so I felt like, I'm cheating. I

284

00:43:14.110 --> 00:43:26.090

Jerome Dees: I looked through the I went through all the course material that was sent out. I couldn't. I couldn't pick something out that I didn't see if I had to. I wish I had something miraculous or novel to share. I

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00:43:26.120 --> 00:43:28.450

Jerome Dees: I'm hoping Tina can bail me out here.

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00:43:28.920 --> 00:43:40.149

Tina: So the one that comes to mind. And this is something that I've been through a lot. In my role at Meta is change management. I feel like

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00:43:40.210 --> 00:43:44.879

Tina: companies go through a lot of changes. And

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00:43:45.040 --> 00:44:10.869

Tina: while it's somewhat related to project management, I feel like it's a different skill set. You need to understand the risk, how to, you know, execute a

change, a large organization of change, or a large project, and understand the risk factors how to ensure it's a smooth transition. So I think that would be a good certificate to to maybe add

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00:44:11.372 --> 00:44:22.430

Tina: I I think, in addition to that, maybe around digital transformation. How do we ensure or help organizations have a very methodical

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00:44:22.946 --> 00:44:40.519

Tina: process to to implement tooling changes? Right? I think that's also a slightly different skill set because it's technology. It's touching, you know, the entire organization as examples. How do you, you know, help?

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00:44:41.930 --> 00:44:50.770

Tina: you know, ensure it's a smooth process there. I'm sure there are tons of components associated with that. But I I think you know

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00:44:51.120 --> 00:44:56.323

Tina: that may be a good area to look into. But that's just my opinion in terms of

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00:44:57.672 --> 00:45:00.870

Tina: Yeah, nor maybe where there's opportunity.

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00:45:01.720 --> 00:45:24.469

Jerome Dees: I really liked that part of my psychology degree at San Francisco State, was I? I. I focused on the group process classes and the conflict, resolution and the change management, and I went from not having anybody report to me to having 20 to 30 people report to me overnight, and it was very interesting to start to see those dynamics that I learned about play out in real time and

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00:45:24.860 --> 00:45:34.330

Jerome Dees: having some base to start to work through those in a way that we could all get through our day and work together without pointing our finger out.

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00:45:34.440 --> 00:45:36.630

Jerome Dees: So I think there's a lot of value there.

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00:45:39.840 --> 00:45:42.250

Peter von Bleichert: Would you call that business psychology.

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00:45:44.770 --> 00:45:46.950
Jerome Dees: I might I might.

299
00:45:47.820 --> 00:45:48.590
Peter von Bleichert: Okay.

300
00:45:49.180 --> 00:45:50.100
Peter von Bleichert: Thank you.

301
00:45:53.850 --> 00:45:57.199
Philip Tran: Any other comments, sujata lali, on this question.

302
00:46:00.150 --> 00:46:09.350
Philip Tran: So for me, what I'm hearing is that it sounds like whether it's a degree where there's a associate degree, or whether it's a bachelor's degree, it's not like

303
00:46:09.370 --> 00:46:29.029
Philip Tran: it does not seem like it's the single leading factor for hiring someone is, that's what I'm hearing. It's it's a it's a breath of work. It's a breath of. Obviously the interview counts for a lot as well, too. But having that associate or having that certificate sounds like it's just one component in the hiring process. Would you agree with that? Jerome and Tina.

304
00:46:30.810 --> 00:46:31.140
Tina: Yes.

305
00:46:31.140 --> 00:46:44.639
Jerome Dees: But I think it's it's like you said. The totality of a degree can help get your foot in the door. But there's a lot more that goes into it. That's really gonna help you get the interview and potentially get to see the table.

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00:46:48.680 --> 00:46:49.650
Philip Tran: And you know we.

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00:46:49.650 --> 00:46:50.450
Jerome Dees: As.

308
00:46:51.000 --> 00:46:52.769
Philip Tran: Oh, I'm sorry. Go ahead, Jerome, please.

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00:46:52.770 --> 00:47:09.490

Jerome Dees: No say as far as trying to coach my sister up a little bit, and and her endeavors, and trying to get something like you can volunteer just one time with someone and say you volunteered like, just do something to get a little bit more on your resume, so that it stands out a little bit more. Just a little bit of effort.

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00:47:10.600 --> 00:47:11.290

Peter von Bleichert: Thank you.

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00:47:13.260 --> 00:47:31.288

Philip Tran: So we've been doing these Advisory Board meetings for years now at this point, and we've get the same theme where Advisory Board members are encouraging us to to tell our students and teach our students soft skills. However, there isn't just like, okay, take soft skills, one on one. And now you understand soft skills?

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00:47:31.850 --> 00:47:42.419

Philip Tran: how do you think? What do you think would be the best way for for colleges and universities to teach students soft skills when there isn't a soft skills, one on one course.

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00:47:44.830 --> 00:48:10.879

Jerome Dees: I I think, with with all due respect to professors who have been there who have done that, I think, as students. Sometimes we looked at the professor like, What do you know you're just reading from a book I always appreciated when a guest speaker would come in and say, hey? I've been doing this. I am doing this here. Some accolades I have, and then share the material. And it was the same material. It was the same thing, the professor was saying. But because this person was

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00:48:10.880 --> 00:48:17.740

Jerome Dees: from outside of that environment it just seemed to have a little bit more weight, and and within that I

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00:48:17.820 --> 00:48:40.519

Jerome Dees: I like speakers that will come in and do little workshops and break things up so that you know, here's something I do. Okay, let's all try it. How do you feel about that? Because I've always felt if you can see it and you could do it, you're probably gonna remember it. So that's how I would approach it. I would have some of that real world hands on, but just do it right in the classroom during a class, and.

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00:48:44.820 --> 00:48:47.560

Tina: I like that answer. And you know, just to

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00:48:47.870 --> 00:48:52.160

Tina: piggyback off of that is perhaps

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00:48:52.390 --> 00:49:20.422

Tina: creating opportunities with organizations to build those programs. Maybe it's a one week. I don't know 2 weeks intern opportunity, so that and students would be able to at least have some hands on experience and be able to kinda practice what they have learned in the classroom, and you know, could be communication skills. They could be, you know, analytics, skills.

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00:49:21.440 --> 00:49:24.829

Tina: you know something to that effect, so that students

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00:49:24.900 --> 00:49:31.180

Tina: can practice a little bit of what they're hearing from professors.

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00:49:31.890 --> 00:49:32.440

Philip Tran: Hmm.

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00:49:33.270 --> 00:49:40.189

Jerome Dees: One of my favorite memories. I partnered with the Los Angeles Chamber of Commerce on a networking workshop.

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00:49:40.280 --> 00:49:51.590

Jerome Dees: and I think it was from 4 to 4 45. We were in a room off to the side, maybe 2025 people showed up, and we went through that. Introduce yourself how to convey your value all the things you need to do in networking.

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00:49:51.590 --> 00:50:13.234

Jerome Dees: And then we walked next door, and they did it right away, and it was really cool, just watching those skills we use and people coming over and like, Oh, my, gosh, this worked, I'm like, well, when it stayed here. If I didn't think of what's gonna work? So you know, if there's opportunities really to get people to have that Aha! On it right away, I I would guarantee there, people are still using some of those techniques. So this was 7, 8 years ago.

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00:50:13.880 --> 00:50:22.969

Jerome Dees: not sure how you create that in in the environment that you have available. But there are definitely some ways to have a strong impact with what we do.

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00:50:24.420 --> 00:50:49.249

Lale Yurtseven: Yeah, one of the challenges we have this. Most of our courses are offered online now. So I used to do that actually, in the classroom first day, and certain classes there. There. do. They had to walk around the classroom and introduce them to as many people as possible. I gave them a prompt right? But it's it's really, really hard to do that in an online environment. And and I don't know about probably 70% of our classes or

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00:50:49.400 --> 00:51:03.680

Lale Yurtseven: taught fully online. Now. So it's, it's hard to incorporate. Just like students that graduate, they go and they start working remotely. My daughter graduated 2 years ago, and her job is 100% remote, and she sits at home

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00:51:03.730 --> 00:51:09.890

Lale Yurtseven: has to be self-motivated and and and all that. And and when do you take a break? And you know it's a

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00:51:10.391 --> 00:51:31.149

Lale Yurtseven: kind of sad, because I remember my first job, it was completely different. Right? You go out, you do happy hours, you gossip in the office and all that stuff, right? Yeah. And and and you know, again, like pizza, soft skills are hard to teach in a you know, academic environment. So and with Covid

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00:51:31.426 --> 00:51:41.929

Lale Yurtseven: so the recent grads, now, they're all kind of the covid generation kids right? That either finished high school during Covid, or pretty much the ones that finished high school 2020 are graduating this year. Right?

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00:51:42.314 --> 00:52:04.710

Lale Yurtseven: Which is one of them is my son. But you know they missed out on on this social skills. And and you know, universities, unfortunately, are academic institutions right? And and they get a really broad knowledge of all kinds of stuff. They have to take general education. And and and, Jerome, you said you had a psychology degree. Did you say? Yeah.

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00:52:04.710 --> 00:52:05.050

Peter von Bleichert: Of.

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00:52:05.050 --> 00:52:13.920

Lale Yurtseven: And and I think I mean from my time, when I was an industry and and from the people I know that work in industry and stuff. They. They say

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00:52:13.960 --> 00:52:27.490

Lale Yurtseven: it doesn't matter what your degree is, and we just want you to have a degree, because that makes you more knowledgeable. That makes you you more of a critical thinker and more of a problem solver and and more of more analytical as well. Right?

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00:52:27.540 --> 00:52:52.510

Lale Yurtseven: So but again, I that you know the soft skills that that's really really a tough one. I think they're just gonna have to learn when they go out and work in the field and and internships help. And and I was going to ask I don't remember which one of you, Tina. I think you mentioned that. you know, if they have an internship, then they have to learn those skills while they're still in school. Problem is from what we see and

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00:52:52.530 --> 00:53:15.754

Lale Yurtseven: colleagues correct me if I'm wrong. There are not that many internship opportunities for 2 year college students. A lot of times, you know. They don't start an internship until they finish sophomore years year. But even if they do earlier internships, it's usually, you know, the I think the 4 year universities do a better job networking with companies for internship. So

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00:53:16.970 --> 00:53:18.050

Lale Yurtseven: you know.

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00:53:18.070 --> 00:53:23.549

Lale Yurtseven: follow up. Question is, would you hire interns that are first year community college students.

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00:53:28.500 --> 00:53:32.740

Tina: I I think I my answer, you know it's gonna be depends again.

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00:53:32.740 --> 00:53:43.769

Lale Yurtseven: Yeah, of course. Yeah, in general, I mean, is it likely to? I mean, is it likely that that first year, community, college students, or even second year, are going to be hired? Or are there more.

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00:53:43.890 --> 00:53:46.470

Lale Yurtseven: you know, 4 year students as insurance.

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00:53:46.470 --> 00:53:47.080

Peter von Bleichert: Open.

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00:53:47.390 --> 00:53:51.995

Tina: I would guess there's gonna be more for your students that are interns.

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00:53:53.080 --> 00:53:54.040

Tina: yeah, okay.

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00:53:54.040 --> 00:53:54.790

Lale Yurtseven: Yeah, thank, you.

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00:53:54.790 --> 00:53:55.620

Tina: But I sus.

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00:53:55.920 --> 00:53:56.860

Tina: yeah.

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00:53:56.860 --> 00:53:57.510

Lale Yurtseven: Yeah.

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00:53:58.100 --> 00:54:13.099

Jerome Dees: Yeah, I agree. A lot of the interns that I've had the privilege of supporting over the years. We're all high school, but some sort of organization was either funding them or helping pay for them either. The Sv. Through that workforce development

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00:54:14.123 --> 00:54:15.290

Jerome Dees: was the

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00:54:15.860 --> 00:54:38.040

Jerome Dees: Jewish family Children services has a program where they'll pay high school students to go through. But it it would be kind of nice if there was a junior college level. Here's a class. It's internship one on one, and for you know, if you get these requirements of 3 HA week, you know we'll you'll get credit for a class. But you do need to show that you're going through these. I.

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00:54:38.040 --> 00:54:38.560

Lale Yurtseven: Yeah, yeah.

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00:54:38.560 --> 00:54:42.141

Jerome Dees: I would definitely bring somebody on and support a program like that.

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00:54:42.440 --> 00:54:43.410

Lale Yurtseven: Yeah.

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00:54:43.530 --> 00:54:45.519

Lale Yurtseven: we did have that. But we just

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00:54:45.540 --> 00:54:48.490

Lale Yurtseven: remember the cooperative work experience. Pete.

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00:54:49.050 --> 00:54:49.649

Peter von Bleichert: Yeah, they get.

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00:54:49.650 --> 00:54:55.235

Lale Yurtseven: Get credit up to 3 units a semester if they have a job, and they have to, you know.

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00:54:55.550 --> 00:55:01.870

Lale Yurtseven: have some tasks related to the job that they have to report back on. But not a lot of students take advantage of that. Yeah.

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00:55:02.560 --> 00:55:03.270

Jerome Dees: That's interesting.

361

00:55:04.420 --> 00:55:05.969

Jerome Dees: That would have jumped on that that feels.

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00:55:05.970 --> 00:55:06.320

Lale Yurtseven: Yeah.

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00:55:06.760 --> 00:55:07.190

Tina: 2.

364

00:55:07.620 --> 00:55:11.240

Lale Yurtseven: Free Credit units if you're already working, anyway. Especially right? Yeah.

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00:55:12.340 --> 00:55:26.310

Peter von Bleichert: Even though we're running out of time just the back and forth brought something to mind. You know, we encounter this bias against community colleges. Advice on how to overcome that. I mean, just for the sake of our students and

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00:55:26.490 --> 00:55:29.090

Peter von Bleichert: for the organizations that are missing out.

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00:55:32.830 --> 00:55:34.260

Jerome Dees: That's a good question.

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00:55:35.170 --> 00:55:36.990

Peter von Bleichert: It's a tough question. I realize.

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00:55:36.990 --> 00:55:37.600

Lale Yurtseven: Senior.

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00:55:39.740 --> 00:55:46.432

Peter von Bleichert: It's just so unfortunate, you know. I've I've lined up internships even, and then they find out we're a community college, and they pull the plug.

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00:55:46.790 --> 00:55:49.909

Peter von Bleichert: you know it's it's just so unfortunate.

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00:55:50.720 --> 00:55:51.740

Jerome Dees: Yeah.

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00:55:52.110 --> 00:55:54.393

Peter von Bleichert: On that. If you think of anything.

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00:55:54.820 --> 00:55:55.699

Peter von Bleichert: please reach out.

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00:55:55.700 --> 00:55:56.880
Jerome Dees: It asks about it.

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00:55:57.540 --> 00:55:59.300
Peter von Bleichert: Biggest problems out there.

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00:55:59.460 --> 00:56:04.307
Peter von Bleichert: you know. If it's not Stanford or Berkeley, you know, we're not gonna talk to you.

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00:56:06.190 --> 00:56:11.570
Jerome Dees: Yeah, I'll go to that one a little bit. I don't have an answer at the moment, but I I hear where you're coming from.

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00:56:12.740 --> 00:56:13.610
Peter von Bleichert: Thank you.

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00:56:13.610 --> 00:56:18.438
Philip Tran: Now, our email address is Jerome. So feel free in the middle of the night.

381
00:56:19.135 --> 00:56:20.109
Philip Tran: Okay, we're running.

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00:56:20.110 --> 00:56:21.239
Jerome Dees: You know me too.

383
00:56:21.240 --> 00:56:21.734
Philip Tran: Yeah.

384
00:56:22.870 --> 00:56:30.139
Philip Tran: running up towards the end of the meeting. Scott, would you like a last word before we conclude the meeting?

385
00:56:31.120 --> 00:56:44.972
Sujata Verma: Just want to thank you both Jerome and Tina for your insights. I think it was really really wonderful hearing from you. So we take a lot of I took down a lot of notes. So let's see.

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00:56:45.540 --> 00:56:47.080

Sujata Verma: thank you so much.

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00:56:49.790 --> 00:56:51.320

Tina: It's for the opportunity.

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00:56:52.120 --> 00:56:52.810

Tina: Yep.

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00:56:53.170 --> 00:56:56.779

Philip Tran: Thank you, Jerome and Tina, for supporting our community. Have a great weekend.

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00:56:56.780 --> 00:56:57.470

Lale Yurtseven: Yeah, thank, you.

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00:56:57.470 --> 00:56:57.880

Jerome Dees: You like.

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00:56:57.880 --> 00:56:59.890

Lale Yurtseven: For taking the time. Yeah, of course.

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00:56:59.890 --> 00:57:00.400

Jerome Dees: Worries, thanks.

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00:57:00.400 --> 00:57:02.020

Peter von Bleichert: Your time. Nice to meet you both.

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00:57:02.020 --> 00:57:02.480

Lale Yurtseven: Nice to.

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00:57:02.480 --> 00:57:03.179

Jerome Dees: Thank you. Mark.

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00:57:03.180 --> 00:57:03.570

Tina: Twice.

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00:57:03.570 --> 00:57:04.759

Lale Yurtseven: Okay bye, bye.

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00:57:04.760 --> 00:57:05.640

Tina: Ireland.

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00:57:07.780 --> 00:57:09.459

Philip Tran: Is it safe for me to oh.

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00:57:09.800 --> 00:57:10.730

Lale Yurtseven: They're happy.

402

00:57:10.730 --> 00:57:11.369

Philip Tran: Took a little like.

403

00:57:11.370 --> 00:57:12.670

Lale Yurtseven: Yeah. He's in a hurry.

404

00:57:12.670 --> 00:57:13.550

Philip Tran: You know who's gonna.

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00:57:13.890 --> 00:57:14.230

Lale Yurtseven: Here.

406

00:57:14.728 --> 00:57:16.720

Philip Tran: Go out of here.

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00:57:17.029 --> 00:57:18.579

Lale Yurtseven: Yeah, that was good. Huh?

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00:57:18.580 --> 00:57:20.689

Philip Tran: Can I stop the recording.

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00:57:20.970 --> 00:57:21.620

Lale Yurtseven: Yes.

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00:57:21.790 --> 00:57:22.290

Philip Tran: Okay.

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00:57:22.290 --> 00:57:23.000

Lale Yurtseven: Good idea.