Mission College Advisory Meeting
Wednesday, April 25, 2018

Meeting called to order at 6:10pm
In Attendance: Teresa Thompson, Lisa Drake, Greg Mostyn, Theresa Tran, Chau Nguyen, Susie Riffel, Barbara Madden, Phoung Huynh, Betty Christopher, Chris Zilg, Jennifer Tseng, Art Ardizzone, Jeff Pallin, and Howard Randall.

I. Welcome & Introductions
   a. New Full-Time Faculty
   b. New Dean of Business, Technology & Kinesiology

   Members went around the table and stated their name and organization affiliation.
   Teresa Thompson – Mission College, Accounting Instructor
   Lisa Drake – Foothill College, Accounting Department Co-Chair
   Greg Mostyn – Mission College, Adjunct Instructor & Retired full-time instructor
   Theresa Tran – Mission College, EOPS Counselor
   Chau Nguyen – Mission College, Counselor
   Susie Riffel – CalCPA, SJSV Chapter
   Barbara Madden – Ameriprise Financial, Personal Financial Planner
   Phoung Huynh – Mission College, Accounting & International Student
   Betty Christopher – Mission College, Accounting Department Chair
   Chris Zilg – Mission College, Business Instructor
   Jennifer Tseng – Mission College, Accounting Instructor
   Art Ardizzone – Palo Alto Networks & Adjunct Instructor
   Jeff Pallin – Mission College, Dean of Business, Technology & Kinesiology
   Howard Randall – Mission College, Adjunct Instructor & Retired CFO

New full-time faculty Jennifer Tseng was introduced as the latest addition to the accounting department as well as Jeff Pallin who commemorated his 90th day as the dean of business, technology, and kinesiology.

II. CalCPA
   a. Chapter News & Events (Susie)

   Susie, program associate with the SVSJ chapter of the CalCPA, started out by saying that the number of new CPA licensees is declining. Her organization is focused on engaging students early on so they can learn about the various career paths in accounting and the support (scholarships and otherwise) available to them through CalCPA to help them pursue a career in accounting. Susie shared the specific events that are geared toward accounting students - Student Night, Laser Tag, and Young & Emerging Professionals (YEP) event were examples.
Also, the organization has various publications to help students learn more about the profession (some were distributed during the meeting). Also, Susie reminded the instructors that educator receive free membership to CalCPA. Susie also mentioned that she is happy to partner with our Job Placement Center to offer resume and interviewing tips for students.

III. Campus Initiatives
   a. Guided Pathways (Jeff)
      Jeff Pallin discussed the importance of the Guided Pathways initiative at Mission College. The Guided Pathways initiative is designed to help students in their community college goals by providing support and resources at critical junctures in their educational paths. Jeff stressed these resources should help students obtain their goals in a “reasonable amount of time”. Examples of support resources include Academic Counseling, Career Placement, etc. Those interested in learning more should consider attending the Guided Pathways Workshop on Friday, April 27th at Mission College.
   b. New Website & Marketing Campaigns for Ethics & SAP (Teresa & Jenny)
      The accounting department has been working with Niall in the marketing department as the school goes about updating their website. A separate SAP website has been developed to promote the new SAP classes/program at the college as well as a separate VITA page to convey information regarding the VITA program. Also included are “steps to become a CPA” and “steps to become a CMA” to help expose students to career paths that exist and resources to support them.
   c. OER (Teresa)
      Teresa plans to attend an Open Educational Resource (OER) meeting Friday, May 4 to learn more about the OER items available for faculty and courses and should have more to report next year to the committee on this topic.

IV. Department Initiatives
   a. VITA Second Year (Teresa)
      Teresa shared the second year results of Mission’s Volunteer Income Tax Assistance (VITA) Program. For 2018, 77 tax returns were prepared (compared to 46 in 2017), $48,244 of refunds were generated (compared to $28,490 for 2017), 16 students participated (up from the 9 students in 2017), and 15 foreign student returns were prepared (up from 0 the year before). Other interesting statistics included: 18% of the taxpayers in 2018 returned from 2017 and 70% of the taxpayers stated they either worked or attended Mission College. These figures were encouraging for the new program and the site coordinator plans to continue the program for at least one more year.
      Ideas from this year’s participants to expand the program in the future included: extending the hours of operation, offer an additional section of ACC 053A (VITA I), and collaborate with more student services such as CalWorks, VALOR, and the International Student Office.
      Theresa Tran from counseling commended the department on offering this service for a second year mentioning she was grateful that our students had this type of service available to them at our college and thanked the department for all the extra work the department takes on in order to offer it.
b. SAP (Jenny)

Jenny Tseng has been working to develop the first AIS class for the department. This class (ACC 073) will be offered Fall 2018 as a hybrid class with six face-to-face sessions. The long range plans are to offer multiple AIS classes ultimately leading to an AIS Accounting certificate. Jenny and Chris have been working together to also cross-list these classes with various business classes. Both instructors plan to remain current on AIS (specifying SAP) software by attending various SAP conferences and train-the-trainer events.

c. CTEC (Teresa)

Teresa is continuing to work on gaining CTEC certification for ACC 051A.

d. Articulation (Teresa & Chris)

The accounting department is currently evaluating articulation agreements with Santa Clara Adult Education, Mountain View –Los Altos Adult School, East Side Union HS for various accounting classes (mainly ACC 022 and ACC 060). The department, and advisory board, agreed to the merits of these agreements as it encourages students to attend Mission College as they already have credits with the college. A discussion ensued, led by Howard Randall, regarding the possibility of obtaining articulation agreements with the four-year universities for our more advanced accounting classes (intermediate accounting, cost accounting, etc.). The difficulty of this type of articulation was discussed among committee members as it would required obtaining articulation agreements from various universities and likely negatively impact their enrollment should these agreements be secured. The possibility of credit by exam was also raised as a type of articulation to be explored with the four year schools but would also prove difficult for the same reasons.

e. Certificates (Teresa)

Currently Mission’s Accounting Department only offers one certificate in accounting (Certificate of Achievement in Accounting) while other surrounding community colleges, such as College of San Mateo and Foothill, offer seven and eight certificates, respectively. The department believes that there would be a great benefit to expanding the certificate offerings at Mission. The department offers so many accounting classes that by grouping them into areas of emphasis can help students specialize in a particular field (such as tax or bookkeeping). Ideas for these new certificates include:

1. Tax Preparer
2. CPA Exam Preparation I
3. CPA Exam Preparation II
4. Enrolled Agent Exam Preparation
5. Bookkeeping
6. SAP/AIS
7. Accounting Software Specialist
8. Advanced Accountant
9. Governmental and Nonprofit
The committee was very receptive to the ideas of additional certificates. Counselors especially believed this would help them counsel students in the specific courses to take based on their desired outcome (prepare for an Exam or for workplace employment).

V. Counseling Report (Theresa & Chau)

Both counselors stressed the importance of communicating to our students the importance of seeing a counselor as soon as possible in their education. This will help students gain priority in registration. Counselors will also assist students in completing their ed plan.

VI. Industry Outlook (Industry Advisors)

Art shared that a future focus on Data Analytics in coursework is advisable. At his current job at Palo Alto Networks, he sees a need for accountants that are system and analytics savvy. A need for understanding block-chain, machine-learning, and other items will be important.

Susie from CalCPA mentioned getting more students to consider the accounting profession by sharing “the fun life of a CPA” picture flip-book available at the CalCPA website.

Also, there was discussion about addressing the “middle-skills gap”. These are careers in accounting that are in demand and do not necessitate the need of a terminal, undergrad, or professional degree only specific skills. The community college would be the perfect place to provide these skills and help feed this middle-skills gap.

VII. Student Ambassador (Phuong)

Phuong Huynh is an international student majoring in accounting at Mission College. Also, Phuong works in the school International Student Center and Tutoring Center as well as serving as a VITA and embedded tutor this semester. She brought to the committee’s attention the fact that international students are restricted in the number of online classes they can take each semester. This restriction directly impacts the accounting department as many of our students are international. This further reinforces the need to offer classes face-to-face, not only online to meet the needs of our student population. Dean Pallin, recommended considering additional daytime, evening, or even Saturday classes to meet the international students’ needs and gain sufficient enrollment.

VIII. Future Meetings

The time for future advisory meetings may be changed to a lunch meeting in order to gain better attendance. Members were open to the suggestion.

Meeting adjourned 8:05pm