



Retail Management Program Advisory Committee Meeting

**Thursday, October 28, 2021
12:00pm**

IVC Board Room - Building 10, 380 E Aten Rd, Imperial, CA
(Working lunch. Lunch provided by Business Club.)

Upadoted Minutes

Members Present	Business/Organization
Alex King, Director of Economic Development	ARC Imperial Valley & Strikezone
Fred Woods, Assistant Manager	Burgers and Beer, El Centro
Alfonso Ruiz, Manager	Follett Bookstore, Imperial
Francisco Menchaca, CM Manager	Follett Bookstore, Imperial
Felix Gontran, Assistant Manager	Food4 Less
Paul Smith, Grocery Department Manager	Food 4 Less
Joseph Yones, Manager	IV Fitness Club
Alicia Swaim, General Manager	IV Mall
Andres Martinez, Department Chair	IVC Business and Agriculture Department
Angie Ruiz, Professor of Business and Cooperative Work Experience & Internship Coordinator	IVC Business and Agriculture Department
Guillermo Salgado, Business Instructor	IVC Business and Agriculture Department
Jeff Beckley, Professor of Business	IVC Business and Agriculture Department
Todd Hansink, Professor of Business	IVC Business and Agriculture Department
Vicki Viloría, Business Instructor	IVC Business and Agriculture Department
Efrain Silva, Dean of Economic & Workforce Development	IVC Economic & Workforce Development Division
Patricia Robles, Economic & Workforce Development Coordinator (Recorder)	IVC Economic & Workforce Development Division
Victor Torres, Dean of Non-Traditional Instruction	IVC Economic & Workforce Development Division
Briana Torres Partida, IVC Student, Science Major	IVC Student

1. Call to Order

The meeting was called to order at 12:06pm by Angie Ruiz.

2. Welcome

Angie welcomed everyone to the meeting and thanked them for their attendance. Members present introduced themselves. Angie said that retail management provides great job opportunities in Imperial Valley.

3. Approval of Minutes of December 4, 2019

M/S/C to approve the minutes of December 4, 2019 as presented.

4. Retail Management Certificate Program Overview

Angie summarized the role of this program advisory committee. This committee will review the curriculum, provide expertise, improve the program, analyze the facilities, discuss student competencies, allow for better use of community resources, and improve relationships between the college and industry. The purpose is to assure that proper training and education are provided that match the needs of employers.

IVC has a Retail Management Certificate program. Students can choose to continue their education and earn a degree.

Angie reviewed the handouts, which included a program summary, list of requirements, and course descriptions.

ACCT 210 Principles of Financial Accounting is offered on Fridays and Saturdays, in the evenings, and during the Summer session. This course includes a lot of vocabulary, calculations, inventory, and internal controls. Todd Hansink teaches this course.

BUS 063 Essentials in Workplace Communication is offered each Fall semester during the day. It includes letters, memos, communications, problem-solving, and dealing with difficult customers. Angie Ruiz teaches this course.

BUS 120 Retail Management is offered on campus each Spring semester. It includes customer service, how to start a business, auditing, communications, and culture. Guillermo Salgado teaches this course.

BUS 132 Business Management is offered each Fall semester and sometimes in the Spring semester, too. It is offered in the evenings one day a week. It focuses on the four aspects of a business: planning, organizing, leading, and controlling.

BUS 136 *Human Relations in Management* is offered in the evenings one day a week. It includes conflict resolution, decision-making, and problem-solving. Jeff Beckley teaches this course.

BUS 144 *Principles of Marketing* includes acronyms, concepts, business marketing plans, and social media. Guillermo Salgado teaches this course.

BUS 145 *Human Resources Management* includes basic HR management.

Students must also take either BUS 180 or CIS 101.

BUS 180 *Microsoft Office Suite for the Workplace* includes Microsoft software programs. It costs \$45 to take each Microsoft certification exam, which is half of how much it costs at other institutions. Angie Ruiz teaches this course.

CIS 101 *Introduction to Information Systems* includes an introduction to computers, including hardware, software, and business applications. Students go on a fieldtrip to Best Buy and go through all of the departments. Andres Martinez teaches this course.

In addition, students can apply for the national Retail Management Certificate Program (RMCP). This gives students a better chance of getting hired or promoted with participating stores.

5. Business/Organization Reports

One of the Food 4 Less reps has taken two of these program classes.

Some of the things that the industry reps mentioned that were important to them for employees to have knowledge and training in include the following.

- Merchandising
- Sales
- Calculations, numbers, percentages
- Comparisons
- Common sense
- Customer service skills
- Soft skills

6. Student Comments

Jose Jauregui, currently the manager of Food 4 Less in El Centro, completed the Retail Management certificate program.

7. Advertising & Outreach

A photo of one of our current Retail Management certificate program students, Ernesto Cornejo, was taken and has been placed next to the El Centro Fire Station located next to Walmart and Costco. Ernesto completed the Retail program in Spring 2022 and is currently working at Food 4 Less in El Centro.

8. Selection of Chair

M/S/C to nominate Alex King as Chair of the Retail Management Program Advisory Committee. Unanimous approval.

9. Other

Customer Service Academy

IVC offers the Customer Service Academy through Contract Ed. Businesses and organizations can contract IVC to have their employees complete this academy. It includes 10 courses for non-credit. The academy includes time management, stress management, team building, attitude, communication, unconscious biases, among other topics. They can be taught on campus or possibly on-site.

10. Next Meeting

The next meeting will be scheduled for Spring 2022. Date to be announced.

11. Adjournment

The meeting was adjourned at 1:30pm by Angie Ruiz.

Handouts:

IVC Retail Management Certificate Summary

IVC Retail Management Certificate Requirements

IVC Retail Management Course Descriptions

National Retail Management Certificate Program Website