

# Business, Entrepreneurship & Management & Accounting Advisory Board Meeting

**Date: May 15, 2025**

**Attendees:** Laurence Garcia (Skyline College), Soledad McCarthy (Skyline College), Felicia Addison (Customs Broker Manager, Green Worldwide), D. Colin McCarthy (Branch Manager, Green Worldwide), Olesya Meresiy (Sr. Accountant, Property Management), David Lickwala (Accounting, Intentional Futures), Michael Thomas (Corporate Controller, Marriott Corp), Herlene Grace Beltrace (Skyline College), Tony Viertel (Skyline College), Bryan Rodas Cifuentes, (Skyline College) Rose Hinkle (CFO, One Community Health), Michelle Fang (Corporate Controller, Lucid Motors), Meng (Accounting Manager, Menlo Therapeutics)

**Meeting Start: 4:30 pm**

**Meeting End: 5:30 pm**

Introductions:

Advisory Board did quick introductions

Skyline College Highlights:

Tony Viertel:

CTE day was in November. Skyline College brought 250 high school students to Skyline College, 11th annual CTE day

At CCSF taught Meng, pushed her to get her masters in accounting

Accounting is what you make it

Grace Beltran: Meyer Award winner. - wants to incorporate things from the real world to managing a business

Soledad McCarthy: Business Expo Week - built business with middle college and high schoolers  
30 business, State Chancellor realized finance is important

## Industry Highlights for Outside Skyline

### **Rose:**

- Rose works in healthcare, shortage of accountants, especially in they healthcare background, accepts entry-level accountants, encourages CPA
- Funded by the federal government, unique subset of skills due to their funding, facing threats with the new administration, chance to become more creative to think strategically to find pennies, basic skill sets “debit credit”
- Call Rose for any help regarding jobs or accounting knowledge

### **Meng:**

- Encounters difficulties hiring entry level accountants, recent grads aren't as solid with the covid-19 quarantine , did not know what a vendor credit was , has to hold their hands to bring them up
- Textbooks do not correlate to real-world work experiences

### **MICHAEL (Data science & HR in Marriott):**

- Challenging to recruit a special skill set, looking for basic analytic capability, interested in statistics data analysis
- Hot topic - transparency and CSRD , euro legislation
- Corporate Sustainability Reporting Directive is European legislation/law
- Relates to meng with holding hands of entry-level employees
- Decision making bar needs to be higher

### **Felicia (international trade industry):**

- Unique field
- New people entered that were challenging, she's proud of their work, wants to push them deeper, tricky situation with the tariffs
- Every industry is crazy right now, must adapt but sees others adapting well under the pressure

- Experience does not equal the desired expertise, depending on what certain companies are looking for
- Used to a pattern to how certain things happen

**David (Seattle accounting and business operations):**

- Accounting perspective, weekly cash flow finance is helpful
- Rocky road, not exactly “highlights”
- Reworking cash flow spreadsheets
- Forecasting brings another challenge, harder now
- Challenging situation currently
- 1 person accountant who does all things
- Knowing both accounting and business operations is super helpful in navigation

**Olesya (Senior Accountant):**

- Spent time without a job, faced challenges in applying ,being overqualified
- Worked with homeowners not easy to handle, meticulous with everything, feelings of entitlement, looking for the person who has good connections with other, well at communicating
- Busy during the pandemic may problems came along
- Rejected for being “overqualified”

**D. Colin McCarthy**

- Constantly evolving/learning industry, with tariffs 33 yrs
- Happy accounting is coming back
- Notices how giant the industry is that's been working the background

**Michelle**

- Accounting and AI, wanting to become familiar with AI
- Big 4 Accounting Firms used to hire hundreds of entry level accountants but AI replaces entry level
- Harder for graduates to become a CPA, to find internships, volunteering a lot
- Looking for those proficient in tech and excel,
- Recently graduated, entry level accountants encounter difficulty finding positions

## Business Management A.S. Degree Program

- Went over Requirements
- Business communications: how are we talking to clients?
- Digital Marketing is popular amongst students
- Program works closely with Tony/Accounting

## Business Management Certificate

### **Recommendations from members on Certificate and AS Degree:**

- Rose proposed a specialized certificate for healthcare or property management that compliments the Business Management AS and Certificate
- Sol added that the Degree and Certificate could serve as a base, and possibly have a certificate for more specialized fields
- Rose recalls her similar experience at a graduate level, in undergrad could be helpful
- When designing these certificates, we need to have a meeting with these professionals
- Accountants are flexible and work in many different industries, not just one sole industry specialization.
  
- Sol - Students may complete their major and come back for their accounting certificate  
BUS 670 - Students receive credit for working
  
- Felicia says the AS Degree is awesome since it aligns with the certificate, praised its broad coverage of multiple fields and could not come up with anything to have added to the AS Degree

### Dean Ayotte Arrived

- Sol & Grace saw need to add in digital marketing course, added it and saw an influx of students coming in, AI could be the next opportunity
- Michael offers a more technical ecosystem course that have been incorporated, tableau & etc skills are in demand. Would like to see App creation in classes.
- Grace shared experience at CTE conference, A company went through steps in creating an app, students may begin to create apps, research their field, thus adapting to technological advances

## Accounting Breakout Room Time:

### **Tony**

- Forecasting becomes difficult and is essentially guessing on certain criteria

### **Rose**

- Offers 3 scenarios, conservative, most likely, ideal when forecasting

### **Tony**

- asks to identify a missing skillset

### **Rose**

- shares her experience with healthcare operations, the knowledge of students lacks but if they were to come across a candidate who is somewhat learned they become highly attractive
- Healthcare is a good place to start

### **Alicia** adds to Rose

- stating that its ideal if the candidate has some knowledge of the industry, school offers the strict basics
- Candidates applying with years of experience don't stand out much if the candidate isn't learned in the industry they are applying for
- Wants students to be taught as much as possible, however this is highly difficult

### **David**

- states Data visualization and storytelling skills are highly critical for students to develop in the classroom

### **Michelle**

- adds communication is highly important as well since students struggle in this generation

## Business Breakout Room

What are some things we can include in our classes/program? What do we want to see differently/better?

### **D.Colin McCarthy:**

- Attention to detail

### **Felicia:**

- Students need to understand that different industries are important and are too “nonchalant”
- Students are in this job because of their qualifications, does not devalue the importance of the job
- There are highly respected people in the industry, but might need test taking skills
- The way the industry has changed, licenses may become irrelevant

### **Michael:**

- Self-taught,
- -Having good mentors that taught him business and finance, the basics aided in his success
- Complexity of the scale is what is MISSING
- People need to know ACTUAL statistics
- Data Science and Accounting are important

### **Dean AYOTTE:**

- Room for people to understand how to communicate professionally when frustrated.
- You have to KNOW YOUR AUDIENCE, understand how you're conveying your message along with your non-verbals.

Close out:

Additional skills needed from students:

- Need more communication skills

- Conflict resolution
- Attention to detail
- Change management

**Next Meeting: October 15th, 2025**