Chancellor’s Circle Breakfast Briefing Comments

Good morning and welcome to the Chancellor’s Circle Spring Breakfast Briefing! It’s a pleasure to welcome you to College of the Canyons, and I am thrilled that you have joined us for what promises to be an insightful and engaging morning.

Writing on leadership, Harvard Business School Professor Emeritus Dr. John Kotter recently said, “Leadership is about... producing useful change.” Change, of course, will happen whether we want it to or not. So it is incumbent upon as leaders to make the most of what’s ahead and see to it that we are not only the first to adapt, but also enable us to do the same, and in so doing, helping to create useful change that produces amazing results and yields new opportunities for our students, our college, and our community.

To that end, we have long recognized that creativity and innovation are the critical factors behind our success in meeting the unique needs of our community. Whether we’re designing new programs to boost student completion, or launching initiatives that help keep local companies competitive, College of the Canyons remains committed to meaningful growth and development.
In response to local business needs over the past 20 years, we have secured $17 million in funding and used it to serve 18,000 employees and 3,000 companies. What we have accomplished just in the last year is truly remarkable:

- We helped more than 250 people to move their businesses on the path to exporting through our new Center for International Trade and Development.
- We added Fast Track programs in emergency room and operating room nursing, debuted a new certification preparation program in Medical Lab Technician, and graduated 104 skilled machinists from the Fast Track CNC Machining program, and 44 students completed the Fast Track Manufacturing Assembly Technician Training program.
- Our state-of-the-art welding program now features automated and laser welding, and we are adding orbital welding, where students can earn upwards of $100,000 annually without overtime.
- We added additional intensive training services to the WorkSource Center, and funded direct placement training programs for out-of-work individuals and we received recognition by the California Awards for Performance Excellence, for continuous improvement at the WorkSource Center.
• In the University Center, which is an interactive hub of business development, training, and education, we are offering more than 40 degree options to enable students to earn bachelor’s and master’s degrees, as well as certificates and credentials. We are also adding new degrees, including bachelor’s in public administration, sociology, biology, and a doctorate in nursing practice. Since it opened in 2002, the University Center has served nearly 10,000 students who have earned more than 1,700 degrees.

It is within that context of useful change that we are here this morning to inspire and inform local businesses and examine a promising trend for – the growth of the Hispanic market, particularly in California – and to explore ways to tap into this market and be part of its expansion. To get some sense of the potential opportunities ahead, consider the data gathered recently by the Institute for Organizational Training & Development (IOTD), a national association of Hispanic entrepreneurs, and individuals working to strengthen the national Hispanic business community:

• The Hispanic population in L.A. County is expected to exceed 8 million this year.

• California leads the nation in Hispanic disposable income.
• Between 2002 and 2007, the number of Hispanic-owned businesses in California increased 33 percent, with the total number expected to reach nearly 725,000 this year.
• Los Angeles County will be home to more than a third of them, with 265,000.
• In California, Hispanic business sales are projected to exceed $100 billion this year, with Los Angeles County reaching $36 billion.

To help you reach this burgeoning market, we are pleased to have Bill Miranda join us this morning to share his insights. After flying fighter jets with the Air Force, Bill spent 25 years in the corporate world training management teams for Fortune 500 companies like IBM, Xerox and Data General. He went on to launch his own technology company, building it from a start-up to a multi-million-dollar operation. Today, he is the President of the Bill Miranda Leadership Center, and the CEO of the Santa Clarita Valley Chamber of Commerce. He holds a master’s degree in organizational management, hosts the Leadership Starts With You radio show, and is the author of Profiles in Latino Courage – How Everyday Latinos Achieve Success.
Having worked as a counselor in our Small Business Development Center for many years, Bill is a strong proponent of education and a friend of College of the Canyons. He is a member of our Chancellor’s Circle Committee, and it is a privilege to welcome him today as our guest speaker. Please join me in acknowledging Bill as he comes forward.