

The Chancellor's Business Council  
**21st Century Solutions**



February 4, 2010

Dr. Dianne Van Hook / Mr. Jay Thomas

# Thank You to Our Sponsoring Partners

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# Purpose

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- The Chancellor's Business Council is a partnership between College of the Canyons and the local business community.
- As COC works to meet the challenges of the 21st Century and continues to serve the educational needs of our local community, collaboration between the college and local businesses and corporations is essential.
- The intent of the CBC partnership is to work together to strengthen economic development and to build bridges between business and education.





# Purpose cont.

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- Change is coming, whether we like it or not.
- Technology and competitive innovation are reshaping today's business climate.
- Potential jobs of the future include:
  - Molecular Engineer
  - Synthetic Biologist
  - Medical Roboticist
  - Genetic Counselor
  - Biorefinery Plant Manager
  - Sustainability Officer
- "... With uncertainty comes opportunity. If you're nimble, surprises become opportunities."
  - Paul Saffo, Technology Forecaster



# Return on Investment

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- As a member of the Chancellor's Business Council, you will enjoy a special relationship with the college that includes an introduction to diverse networking opportunities and access to college services and facilities designed to provide a real return on your investment and help you enhance your company's competitive advantage.



# Key Benefits

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- ❑ Strategic Networks
- ❑ Training Needs Assessment
- ❑ Technology Needs Assessment
- ❑ Business Needs Assessment
- ❑ Complimentary Training
- ❑ Invitation-Only Events
- ❑ Priority Access to College Facilities
- ❑ Special Added Benefits



# Build Strategic Networks

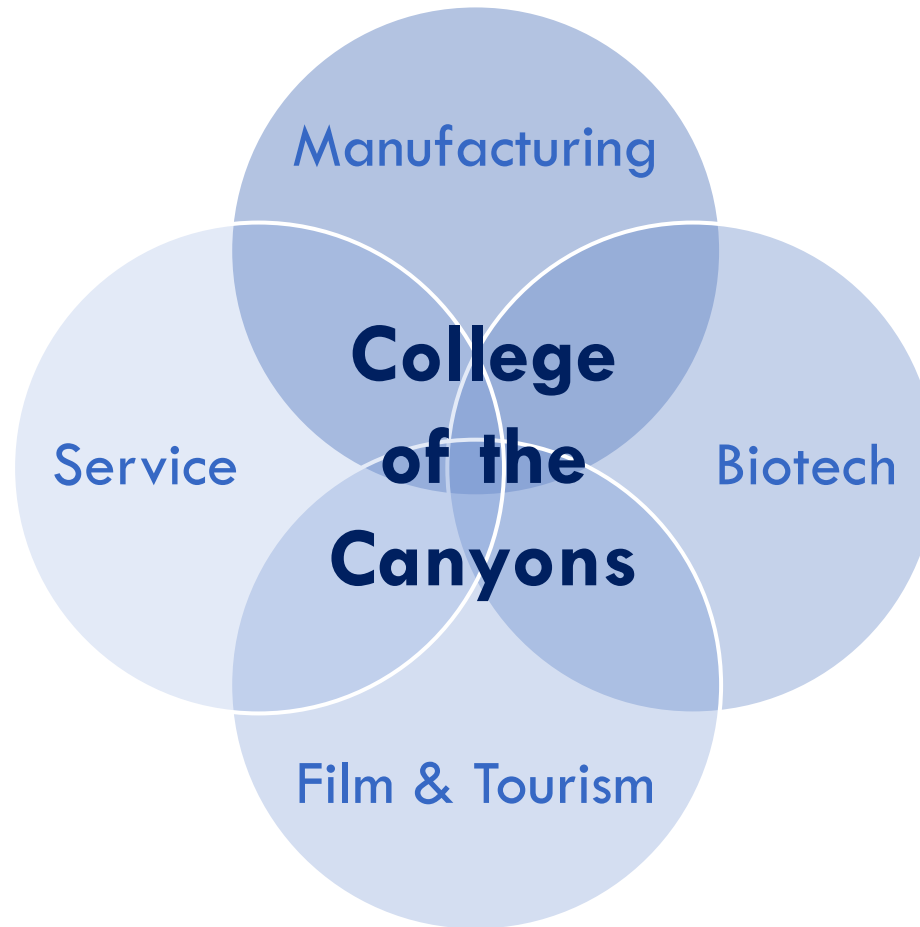
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The structure of the Chancellor's Business Council will enable members to:

- Make valuable connections
- Develop strategic relationships between business and college leaders
- Identify unexpected opportunities for the future

# Build Strategic Networks

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# Build Strategic Networks

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Through scheduled events, you and your management team will be afforded a chance to network with:

- ❑ Other Chancellor's Business Council members
- ❑ College staff
- ❑ Community leaders
- ❑ Potential partners
- ❑ Policy makers
- ❑ Financial experts
- ❑ Economic Development Corporation



# Training Needs Assessment

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Membership fast-tracks the conversation with the innovative Employee Training Institute (ETI), the college's premier customized training unit.

- Employee Training Institute staff will meet at your company to conduct a complimentary training needs assessment.
- This assessment will include interviews with senior management and will result in detailed recommendations for training topics, costs and potential outcomes.



# Technology Needs Assessment

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- The College of the Canyons' Center for Applied Competitive Technology (CACT) will schedule an in-depth tour of your facility and meet informally with your operations personnel.
- Following the tour and meeting, you will receive a brief written report of manufacturing technologies, applications and processes that have potential to provide real value and ROI to your business.
- CACT can help you make decisions that can yield a competitive advantage in terms of manufacturing volume, quality and time to market.



# Business Needs Assessment

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- CBC members receive up to 2 hours of consulting from Small Business Development Center (SBDC) counselors with expertise in:
  - Business and marketing planning
  - Use of social media
  - Financial planning
  - Capital fundraising activities
  - Human resource management and planning
  - Lease agreements
  - Small business certifications.
- Assessment report includes a written summary of recommendations to improve business practices.



# Complimentary Training

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# Invitation-Only Events

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- Breakfast Briefings
- Business Success Symposium
- President's Circle Dinners



# Breakfast Briefings

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- Scheduled quarterly
- Focused on issues facing business today
- Led by recognized experts to deliver applicable data and real-world solutions





# 2010 Breakfast Briefing Schedule

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## □ **Marketing On a Dime**

- Using social networking technologies to reach customers

## □ **Employment Cost Reduction Strategies**

- Insights on government hiring programs and tax incentives

## □ **Impact of New Tax Laws**

- COC business instructor moderates panel of outside experts

## □ **Creating Leaders from Within**

- How to establish your own effective leadership training programs

# Business Success Symposium

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## **“Making a Culture Change at Six Flags Magic Mountain”**

**April 27, 2010**





# Invitation-Only Events

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- Attend President's Circle Dinners at College of the Canyons and enjoy a student production in the Santa Clarita Performing Arts Center





# Priority Access to College Facilities

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# Priority Access to College Facilities

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## □ Cougar Den





# Added Benefits –

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- ❑ Purchase discounted “Rush Tickets” to shows in the Santa Clarita Performing Arts Center





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Jay Thomas

Chair, Chancellor's Business Council

Park President

Six Flags Magic Mountain

& Hurricane Harbor





# The Power of Partnerships

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- CBC offers a variety of partnerships for business and organizations
  - ▣ Business to the College
  - ▣ Business to Business
  - ▣ Business to Key Partnerships



# Business to College

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## Six Flags Partnership with the College!





# Business to Business

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- Opportunities for organizations to share experiences
- Opportunities for organizations to share resources
- Opportunity for organizations to better position themselves for the future

# Business to Key Partnerships

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- Economic Development Corporation
  - ▣ Retain and Nurture Existing Businesses
  - ▣ Capture More Local Dollars
  - ▣ Attract Targeted Industries
  - ▣ Draw More Outside Money to the Region





# Business to Key Partnerships

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## □ WorkSource Center

- ▣ Advertise employment opportunities – Let the WorkSource Center post available positions within your company in the extensive online database, accessible to hundreds of potential candidates.
- ▣ No-cost facilities to conduct interviews and pre-screenings
- ▣ Monthly job fairs to connect job-seekers with local businesses
- ▣ Coordinating your recruitments with the WorkSource Center to find employees increases your businesses potential of hiring Enterprise Zone-qualified employees. Each hire yields \$37,000 in state tax credit for your business





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# Questions?

Again, Thank You to Our Sponsoring Partners:

