

Name	Title	Organization
NONPROFIT STAFF		
Adrian Gomez	Senior Community Engagement Manager	Community Housing Development Corporation (CHDC)
Patience Ofodu	Head of Community Relations & Strategic Partnerships	East Bay Economic Development Alliance (EDA)
Karri Reiser	President	Brentwood Chamber of Commerce
Suzanne Markoe Hayes, Ph.D.	Chief Program Officer	JobTrain
Natalie Oleas	Central County Director	Contra Costa Family Justice Center
Jim Becker	President & CEO	RCF Connects
Solomon Belette	Alliance Coordinator	East Contra Costa Community Alliance
Pam McGrath	Associate Executive Director	Trinity Center
Nicole Harden	Vice President, Economic Success	United Way Bay Area
Brianna Robinson	President & CEO	Opportunity Junction
Jennifer Benford Seibert	Senior Human Resources Manager	San Francisco Foundation

LOS MEDANOS COLLEGE PERSONNEL

Dr. Penny Wilkins	Business Department Chair	Los Medanos College
Theodora Adkins	Professor of Business	Los Medanos College
Tawny Beal	Professor of Business	Los Medanos College
Dennis Franco	Dean of Career Technical Education (CTE)	Los Medanos College
Bill Bankhead	Workforce Development Manager	Los Medanos College

Business Advisory Board Meeting
Friday, April 26, 1:15 – 3:00pm

Critical Questions:

1. What Business Operations skills are most important for your entry- to mid-level new hires?
 - a. Which of those skills are hardest to hire?
 - b. Which aspects or subskills are specific to the nonprofit subsector?

2. In our 2022-25 student equity plan, LMC identified Black or African American students as the key population for which we want to improve various metrics including persistence and completion, among others. Given our focus as a College, we would like to better understand what equity factors and metrics come up for your organizations when you are thinking about nonprofit administration. How do these factors and metrics impact your hiring practices and what skills should we consider teaching in our program to help influence and improve your organization's ability to impact your hiring practices and clientele?

3. Thinking of current staff, what skills would be most useful as professional development to help them advance in the organization?

4. What education level do you require for Business Operations hires? (HS, Cert, AA, BA, MA)
How important is it for a candidate to have a nonprofit-specific credential?

5. What else would make a candidate for a Business Operations position stand out?

6. What are the most effective ways of ensuring ongoing communication regarding your needs as employers and our programs and offerings?

7. Do you have any closing thoughts, feedback, or questions about LMC or the Business program?

Follow Up Questions if time allows or if not previously answered.

1. What trends are happening in the nonprofit sector, especially in the next 5 years?
2. What is your own hiring outlook for the next five years (annually)?

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Meeting Date: April 26, 2024 1:15 – 3:00 PM

Attendees: Non Profit

1. Kari Reiser – Brentwood Chamber of Commerce
2. Patience Ofoda – East Bay Economic Development Alliance (EDA)
3. Natalie Oleas – Contra Costa Family Justice Center
4. Nicole Harden – United Way Bay Area
5. Suzanne Markoe Hayes - JobTrain
6. Jim Becker – RFC Contacts
7. Jennifer (Seibert) Benford – San Francisco Foundation
8. Pam McGrath – Trinity Center
9. Solomon Belette – East Contra Costa Community Alliance (ECCCA)
10. Brianna Roberstson – Opportunity Junction
11. Adrian Gomez - Community Housing Development Corporation (CHDC)

Attendees: Los Medanos College

12. Theodora Atkins
13. Bill Bankhead
14. Dr. Tawny Beal
15. Dennis Franco
16. Dr. Penny Wilkins

Job Skills needed in Non-Profit Organization

Advisory Board Members discussed the following skills for employees in their organizations, as well as the other organizations they work with or represent.

- Data Analysis
 - Understand and use analytics and metrics
- Technological Proficiency
 - Excel at proficiency level
 - CRM (Customer Relationship Management) software proficiency for case management would be nice but it didn't seem to be a priority. There are multiple CRM software packages and there doesn't seem to be a "standard".
- Non-Profit Financial, Accounting and Budget Management –
 - There was some discussion on this. Some thought it was necessary, while other members felt it was too individualized by organization (funding, procurement, reporting requirements, etc). Therefore, broad financial skills were discussed. Some discussed the need for knowledge of how financial management of non-profits differs from the profit sector.
 - Efficient use of limited resources

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- Project Management skills required to manage a project rather than any kind of formal certification.
- Cultural competence/Communication – being able to communicate within their organizations as well as their diverse customer base
- Public Speaking/Presentation Skills
- Interpersonal Communication Skills
- Awareness of DEI Principles
- Networking skills
- Active Listening skills
- Systems Thinking skills (Big Picture Thinking)
- Storytelling skills
- Leadership skills
- Strategic Management, including SWOT analysis
- Team Development Skills
- Empathy skills
- Facilities Management
- Ability to work autonomously and remotely. It was noted some employees only know remote or hybrid work, and need these skills.
- Understanding what you don't know and learning how to ask relevant questions and 'listen to their answers
- Writing skills – especially technical grammar, overall writing abilities
- Fund-Raising skills
- Facilitator skills
- Problem-Solving skills
 - Internal Problem Solving as related to working in NP and navigating the systems
 - External PS from the customer's/client's perspective (out of the box thinking).
- Delivering human services
- Emotional Intelligence geared towards serving diverse communities
- Grant writing skills
- Human Resources, including Effective HR recruitment techniques
- MOCHA Framework
 - <https://mochajs.org>
- Storytelling and “Lived Experiences” are critical (if you have been homeless, you might be a better candidate than someone who has never been)
- Knowledge of how to deal with humans that are deemed ‘different’ from the so-called ‘norm’ (my thoughts on this topic)
- People who have actual Community Services experience
- Trauma informed care/experience – One organization mentioned the requirement of having homelessness experience as a requirement. Others mentioned that while trauma

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experience is important, they do not want people to actually have to live through trauma, but to consider being trained on the needs of those who have.

Opportunities for Students to gain skills for NP employment skills and Assist the NPs

- Students that can attend and fit into networking mixers – Members invited the LMC Students to attend Chamber of Commerce and other Organization (ECBEA, etc.) events in order to network.
- Tailor Case Studies to NPs
- Paid internships are welcome, especially if there is an entity that can shoulder some of the costs of paying for the internships.
 - Discussion about Learning Allied Internship Program (Bill & Dennis) that would allow students that receive financial aid to have 90% of the cost of the internship covered by that program and only 10% of the internship paid by the organization. 10-year state legislature funding was discussed. Follow up is needed once there is more information.

Degrees or Certification Requirements

- Some NP Organizations are eliminating “non-necessary” educational certifications/degrees and embracing ‘competency’ skills in the hiring process.
- The value of any certificate is in smaller unit load based on the skills mentioned above. Any certification should be competency based and meaningful, not general certificates.
- Certification would be beneficial for current employees in skill development.
- Certification can provide a benefit for new hires, but are not a requirement.
- Certification and courses could be Non-Credit or Credit – some agencies have funding for employees for professional development, some do not.

Hiring Outlook”

- The members in attendance did not have large numbers within their own organizations, however, they represent several agencies through theirs (such as the COCs, Alliances, etc.). That is where the outreach could be.
- It was noted that hiring fluctuates drastically based on the grants, economy, etc. This would also support the need for internal training.
- However, it was noted that a pipeline for entry into NPs is still needed as it is hard to get people to apply.
- Question was posed around diversity in the organizations makeup. Members stated it was a “loaded question.” Organizations have metrics and objectives on how to diversify.

Next Steps

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- A few members mentioned that the current LMC Advisory Board Meeting was “population generalist”, and that what was missing were key targeted populations beyond what was in the group. AA, Caucasian were represented. It was noted to encourage other populations, such as Latino and Asian. DEI training for Asian, HSI, organizations to attend and provide additional feedback. These may come from targeted organizations.
- Review possible certifications for NP in the skills and competencies listed above.
 - Certifications can be “stackable”, with core courses, then adds ons as needed that could be supplemental
 - Current members offered to review the courses and certificates recommended.
 - (Note: member mentioned that Solano currently has NP certification and it would be more beneficial to have them at LMC.)
 - Certification would depend on role within the organization. Members mentioned that it is not necessarily needed for entry-level, but to “upscale current employees” in mid-level employees. Also could be used for re-entry employees.
- Offer students the opportunity to connect with the AB members’ organizations through the mentioned activities.
- Follow up on Internship options.