



Business Advisory Committee Meeting Minutes

(Combined Accounting, Business Administration, Business Technology)

Wednesday, November 16, 2011

2:00-4:00 p.m.

Shoreline Community College, Room 1402

Present: Julie Barnfather, CPA, Manfredini & Barnfather , PS
Lisa Clarke, CEO, Rally Marketing Group
Brian Doennebrink, Sr. Transportation Planner/Fiscal, Community Transit/SCCtv
Chad Hovde, Evergreen Energy SVC
Peggy Maloney, Senior Paralegal, Microsoft
Jan Manfredini, CPA, Manfredini & Barnfather, PS
Ann Martin-Cummins, Budget Analyst 2, Shoreline Community College
Jeff Swanson, President, Swan Arts, Inc./DBA Plato's Closet
Sharon Wines, Confidential Asst/Sec. to the VP of Administrative Services, Shoreline CC

Shoreline Community College Administrators and Faculty

David Cunningham, Dean, Workforce Education, SCC

Gillian Lewis, Dean, HOPE & Business

Carla Hogan, Accounting Faculty

Dan King, Accounting Faculty

Stephen McCloskey, Business Faculty

Laura Portolese Dias, Business Faculty

David Starr, Business Faculty

Marcia Liaw, Business Technology Faculty

Karen Toreson, Business Technology Faculty

Next Meeting: Tuesday, May 1, 2012, 2-4 p.m., Room 1402

Welcome and Introductions

Sharon Wines called the meeting to order at 2 p.m. This meeting combined the members of the Accounting, Business Administration, and Business Technology Advisory Committees.

Approval of Minutes

Accounting Minutes: The minutes were approved. There was a follow-up question regarding Tegrity.

Business Administration: The minutes were approved.

Business Technology: The minutes were approved.

Today's minutes will be taken by Karen Toreson, Business Technology Faculty. Faculty will take minutes, rotating by program.

Election of Chair

The pros and cons of having joint advisory meetings were discussed. It was moved, seconded, and passed that the three committees should merge into one Business Advisory Committee. If special questions should arise for any one program, the advisory committee members identified with the program may meet separately.

Sharon Wines was elected chair of the new Business Advisory Committee.

Program Updates

Business Administration

David Starr reported that a successful DECA conference was held in Leavenworth this fall. The students were involved in team building and problem solving exercises. Eighteen students from Shoreline attended. It was noted that the keynote speaker at the conference was also the keynote speaker for this fall's Big Event.

Steve McCloskey and Laura Portolese Dias reported that the following programs will be offered online in addition to the traditional face-to-face mode: Project Management, General Business, Marketing, Social Media, Sustainable Business. One of the concerns expressed by advisory members was how the interactive discussion aspects of the classes can be maintained. Faculty reported that they use Elluminate for interactive live discussions and Tegrity for lecture capture or demonstrations.

Exploratory meetings are being held to determine the feasibility of offering an MBA preparation certificate; it is anticipated that the target market might include international students.

Business Technology

Marcia Liaw reported that the Business Technology program prepares students for the administrative assistant or other general office jobs. The emphasis is on developing computer skills. In addition to the Certificate of Proficiency and AAAS Degree, the program offers many short-term Certificates of Completion. The program supports CEO and I-Best students. CEO (Career Education Opportunities) is designed for at-risk students from 16-21 years of age. I-BEST (Integrated Basic Education Skills Training) is a unique model with an ESL instructor and a Business instructor present for all of the classes. The goal for I-BEST is to develop entry-level job skills.

Accounting

Carla Hogan reported that the program continues to attract a number of students in both the transfer and professional classes. Dan King and Carla invited advisory committee members to "visit" their online classes to see how they use Tegrity.

This year the Accounting program is going through a program review process. Both Business Administration and Business Technology have already completed the review process which occurs every several years. A DACUM (**Developing A Curriculum**) is planned for later this academic year. The Accounting DACUM will need to take place during May (after tax season).

Program Specifics

Business Administration faculty asked for feedback on ways to update the Career Ladder Short-Term International Trade program which currently requires BUS& 101 Intro to Business, BUS240 e-Business, and BUS 215 Intro to International Business. A handout listing the current offering and a suggested idea for an updated 30-credit option was distributed (a copy follows the minutes). After a brief discussion, it was recommended that a DACUM be held to determine the needs of industry and the skills/knowledge that workers in International Trade might need. Whether the DACUM can be combined with the Accounting DACUM will need to be determined.

A new AAAS (Associate of Applied Arts and Science) in Business was proposed. (A copy of the proposal follows at the end of these minutes.) The 93-credit program is different from the current AAAS degree requirements and would be an additional option for students. All of the classes are currently offered online so that the students would have the option of completing the degree totally online or in a combination of face-to-face and online classes.

It was moved/seconded/ and passed to approve the new AAAS Degree in Business. The approval process for a new degree includes the following next steps: HOPE/Business Planning Council, the College Curriculum Committee, State Board for Community & Technical Colleges.

Other

Accounting Advisory Members will be receiving a survey as part of the Accounting Program Review process.

Next Meeting

The next advisory committee meeting will be on Tuesday, May 1, 2012, from 2-4 p.m.

Adjournment

The meeting adjourned at about 3:55 p.m.

Notes taken by Karen Toreson, Business Technology Faculty

A copy of the International Trade handout and a copy of the proposed AAAS Degree in Business are on the following pages.

Career Ladder Programs:

Certificate of Completion in International Trade**

Program Prerequisites

- Placement into ENGL& 101 or BUSTC 215
- Placement into MATH 070 or BUS 102

Certificate Requirements		Cr.	Gr.
BUS 102	Business Mathematics	5	___
BUS 120	Principles of Marketing	5	___
BUS 141	Purchasing/Supply Mgmt	5	___
BUS 142	Sourcing/Supplier Relatn	5	___
BUS 144*	Logistics/Transportation	5	___
BUS 215	Intro to Intl Business	5	___
Total Credits Required:		30	

*Any class marked with an asterisk is only offered once per academic year

Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice, and final career decisions are the responsibility of the reader.

Approved Course Substitutions **Cr. Gr.**

MATH& 107 Math in Society 5 ___
for BUS 102 Business Mathematics

COMMENTS: _____

**Note taker's Note: This is a proposal.

**AAAS in Business
Fully Online Degree**

Class	Credits	Transfer credits	Fall	Winter	Spring	Summer
BUS& 101	5	5	X	X	X	X
BUS102	5		X	X	X	X
BUS 103	3		X	X		X
BUS 104	5					X
BUS 120	5					X
BUS 141	5		X	X	X	
BUS& 201	5	5				X
BUS 207	5		X			
BUS 208	5			X		
BUS 215	5			X		X
BUS 240	5		X			
BUS 270	5				X	
ACCT& 201	5	5	X	X	X	X
ACCT& 202	5	5	X	X	X	X
ACCT& 203	5	5	X	X	X	X
BUSTC215	5		X	X	X	
CIS 105	5		X	X	X	X
ECON& 201	5	5	X	X		
ECON& 202	5	5			X	

Total Credits	93	35	Transfer credits
		15	Restricted Transfer Credits
		50	Total Transferable Credits

Substitutions			
ENG&101	for	BUSTC215	
Math107	for	BUS102	