



## Business Administration Advisory Committee

Tuesday, Oct 10, 2023

3:30 – 5 p.m.

Via Zoom

<https://zoom.us/j/647904793>

### MEETING MINUTES

**Advisory Members:** Beth Braun, Damen Oliveto, Tim Sprangers, Ryan Taylor  
**Staff Members:** Shanon Reedy, Kara Haney, Cris Walters, Irene Ferrante, Jessica Custis, Leo Novsky, Matt Versdahl, LJ Bothell

**3:30-3:32 Welcome and Introductions ..... Beth**  
• Committee introductions.

**3:32-3:35 Approval of Spring 2023 Meeting Minutes ..... Beth/All**  
• Spring 2023 meeting minutes were reviewed.

***VOTE: Committee approved meeting minutes***

**3:35-3:50 Certificate revisions ..... Irene**  
• Irene proposed to include pre-requisite language in 45-credit certificates in Marketing and Retail Management.  
Addition of pre-requisite language to match what exists on the 30-credit certificate, creates consistency.  
Clarifies expectations to students.  
• Opened for questions from committee: no questions.

***VOTE: Committee approved moving forward with Irene's proposal***

# Add prerequisite category to all 45 degree certificates, Sunset WAFC

current 45 credit certificates of Proficiency		proposed add prerequisites that appear on the 30 credit but not the 45 credit	
REQUIREMENTS	Marketing	Retail Management	Western Association of Food Chains DELETE: Retail Management WAFC 40 cr Cert of completion
GEN ED (10 cr)	BUS 102 Business Mathematics or MATH& 107 Math in Society BUS 104 Human Relations in Business	BUS 102 Business Mathematics or MATH& 107 Math in Society BUS 104 Human Relations in Business	Placement into ENGL& 101 or BTWRT 215 and placement into MATH& 070 or BUS 102, or instructor approval.
CORE (35 cr)	BUS& 101 Introduction to Business BUS 120 Principles of Marketing BUS 135 Retail Marketing BUS 220 Advertising and Sales Promotion BUS 225 Relationship Marketing BUS 249 Market Research BUS 247 Social Media Marketing	BUS& 101 Introduction to Business BUS 120 Principles of Marketing BUS 135 Retail Marketing BUS 235 Retail Buying and Management BUS 250 Human Resource Management BUS 225 Relationship Marketing BUS 220 Advertising and Sales Promotion	BUS 102 Business Mathematics BUS 104 Human Relations in Business BUS 120 Principles of Marketing BUS 135 Retail Marketing BUS 235 Retail Buying and Management BUS 250 Human Resource Management BUS 255 Principles of Management BTWRT 215 Business Communications
PREREQ	Placement into BTWRT 215 or ENGL& 101 and placement into BUS 102 or MATH& 107	Placement into BTWRT 215 or ENGL& 101 and placement into BUS 102 or MATH& 107	Placement into ENGL& 101 or BTWRT 215 and placement into MATH& 070 or BUS 102, or instructor approval.
GEN ED (10 cr)	BUS 102 Business Mathematics or MATH& 107 Math in Society BUS 104 Human Relations in Business	BUS 102 Business Mathematics or MATH& 107 Math in Society BUS 104 Human Relations in Business	
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### 3:50-4:20 1- Future Shoreline retail program..... Shanon, Jessica

- Shoreline has an accreditation warning: a formal sanction that indicates Shoreline is out-of-compliance with accreditation standards.  
Impetus behind work of reviewing learning outcomes and programs.
- Jessica shared PowerPoint:

## Brief History of Program

### History

- The Program was started in **1985-1986** Academic Year

### Current Graduation Statistics

- Since 2017, we have had **5** graduates from the AAS Program.
- Since 2017, we have had **13** graduates from the various Certificates Programs
- No competition from this degree has been reported from 2017 to the present.
- We currently have no students who have declared this program as a major

### Other area Retail Management Programs Completion Rate Since 2017\*

- Clover Park Technical College, 37 completions
- Edmonds College, 10 completions
- Green River College, 1 completion (Program No Longer Available)
- Highline College, 1 completion
- Shoreline Community College, 5 completions

\*Data obtained via CIP Codes. What is a CIP code? The Classification of Instructional Programs (CIP) is a taxonomy of academic programs developed by the US Department of Education.

- One degree and three certificates:  
Retail Management AAS (90 credits)

Retail Management Certificate of Completion (30 credits)  
Retail Management Certificate of Proficiency (45 credits)  
Retail Management WAFC Endorsement (40 credits)

- **WAFC Cert:**

No data of a student completing it at Shoreline

Program available in five other colleges across WA State

Relationship with these colleges not an apparent priority to WAFC representative

**3:50-4:20      2- Industry discussion..... Shanon, Jessica**

### Group Discussion Questions

- Is there still value in an AAAS Degree for Retail Management in 2023?
- Is there value in a Certificate program for AAAS?
- Should we re-launch the program as e-commerce focused program?
  - If this is recommended, the earliest this work could happen would be 2023-2024 academic year.
- If we continue this program, who is our target market, and how do we allocate resources to build this program?

- **Ryan:** Could provide an edge for applications going into entry-level retail positions, where some people might not have secondary education background.

**LJ:** Might want to update entry-level salary information to current expectations. \$18000 salary listed not appealing to students.

eCommerce may be more valuable and competitive component of the field today.

**Tim:** Might link to the BLS on the program page. Minimum wage in Seattle is \$15/hr or \$30,000/yr.

From a retail perspective, eCommerce is important but retail sector may make a surge.

Expects the value of experiencing things in-person to rise and come full-circle.

- **Jessica:** Expectation isn't to sunset any of the classes in the program. Is there value in the program itself?

**Tim:** I think the no applications to the program since 2017-18 academic year is your answer.

**Shanon:** Can't be everything to everyone. Is Retail degree necessary when there are other ways to get students that information through already-offered courses?

**Leo:** Thinks the vision for the department should be doing fewer things really well, and be known for it around the region. In favor of sunsetting the program to focus on programs with more expertise available and that can scale.

**Ryan:** Looking at the name, doesn't align with people's aspirations – Retail Management as opposed to Business Administration. Growth won't be organic. May be more fruitful to add a retail component to an already-existing program.

**Irene:** As Tim said, we still have the industry – it's still there.

LJ: Could see these as potential certificates that are stackable, but there needs to be research involved.

- Jessica: Slides will be sent out after meeting. Nothing is being sunset immediately. Hope is that at next meeting a formal proposal will be made.

**4:20-4:40 Entrepreneurship certificate revision..... Leo**

- Three current programs:
  - Entrepreneurship AAS (95 credits)
  - Entrepreneurship Cert Completion (45 credits)
  - Entrepreneurship Cert Proficiency (45 credits)

**Current results for Prof Tech Business Degrees**

Degree	2018		2019		2020		2021		2022		2023?		Total/Degree	
	AAS	Cert	AAS	Cert	AAS	Cert	AAS	Cert	AAS	Cert	AAS	Cert	AAS	Cert
Accounting	8	4	8	0	7	2	7	0	3	0			33	6
Business	2	0	5	0		0	3	0	2	0			12	0
Entrepreneurship	2	1	1	0	2	0	0	0	1	0			6	1
Fashion Merch	4	2	7	3	0	0	0	0	0	0			11	5
General Busines Administration	3	2	4	0	1	0	0	0	1	0			9	2
Marketing	1	1	6	0	2	0	2	0	2	0			13	1
Retail Management	2	2	0	0	1	0	2	0	0	0			5	2
Sports and Event Mngnt	0	0	1	0	0	0	0	0	0	0			1	0
Business techonlogy	5	2	6	4	5	0	0	1	0	0			16	7
Purchasing chain management	0	0	2	0	2	0	2	3	0	1			6	4
<b>Total Business Degrees:</b>	<b>27</b>	<b>14</b>	<b>40</b>	<b>7</b>	<b>20</b>	<b>2</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>112</b>	<b>28</b>

**Mission**

- **Mission:** To build a robust, scrappy and scalable small business and entrepreneurship program at Shoreline Community college that fosters tangible growth
- **Vision:** To build matriculation into Entrepreneurship AAS and CC to 30 in 3 yrs
- **Objectives:** Modify programs to be more effective at combining with other degrees, create more synergy, align with the needs of the industry, graduate more students,

- Leo: Believes suggested changes will allow for vision’s jump from 6 to 30 completions in the Entrepreneurship AAAS and CC.

## Regional Traction

- Bellevue College, 3 completions
- Edmonds College, 32 completions
- Green River College, 26 completions
- Lake Washington Institute of Technology, 1 completion
- North Seattle College, 5 completions
- Shoreline Community College, 5 completion
- Tacoma Community College, 23 completions

- Goal to become more competitive with Edmonds, Green River, and Tacoma CC.
- Identified target groups – IS, veterans, post-prison re-entry, DTA students, HS students, and transitioning professionals.

## Proposals

1. Update AA to 90cr and update the courses required to satisfy Entrepreneurship industry needs
2. Update the 30cr to Small Business & Entrepreneurship Cert
3. Align 30cr CC with DTA to require only 15 additional credits
4. Align 45cr CP with 30 cr CC and align with needs of International and Ecommerce focused students
5. Update the 45cr to Business & Entrepreneurship CP for nontraditional students
6. Create a new 45cr Cert with I-Best to require only 15 additional credits
7. Update BUS 102 course to improve financial literacy
8. Introduce DECA, CPT, OPT and lived experience credit
9. Create an Entrepreneurship Advisory Board

## Timeline

- Business Division presentation/process (Team)
- Business Advisory Board (Shanon)
- Curriculog Process (Jan)
- DPC Readings (for 1<sup>st</sup> reading by February 29<sup>th</sup>, 2024)
- Curriculum Committees (Lucas)
- Goal: Put into practice by Fall 2024

- Clarification on what is being asked from committee?  
Ultimate goal: get proposals through curriculum committee process and into catalogue.  
Certificate revisions and additions will need to be presented piece by piece, what the changes are and why.
- Ryan: What do you mean by things not working?  
Leo: In five years, 6 people graduated from the program

Ryan: Highlight less risky entrepreneurship, like starting business without a storefront that doesn't require a loan and high up-front investment. Address deterrents and highlight benefits.

Leo: not strong effort yet to go into communities to promote program.

- Leo presented on Entrepreneurship of Completion (30 credit).  
    Showed current course requirements and hopeful additions.  
    Ryan offered to schedule a separate time to look at classes and discuss areas of value.
- LJ: Digital expertise required in entrepreneurship – web editing, website creation, etc. Classes geared towards those topics.  
    Leo: Included in new I-BEST program he's proposing.
- Committee ran out of time to further discuss. Future steps?  
    Shanon: Will work on a document with links to course and program descriptions. Create a document that can be sent over via email. Will move forward over email until the next meeting.

**4:40-4:50      Shoreline Trends and Updates ..... Shanon**

- Advisory Kickoff next October 19<sup>th</sup>
- Enrollments up since this time last year
- New Full-time Faculty: Matt Versdahl in Purchasing, Andy Stephens in Economics
- Thank you to Leo, Irene, and Jessica for all the good work being done
- DECA hosted by (pending) Shoreline on February 23<sup>rd</sup>

**4:50-4:55      High School Program Updates ..... Dan & Damon**

- Damon: Teaching Market I and II and Macro/Micro Economics. Dual enrollment starting later this week with Katie Russo for Marketing. Early in year so not much to report.  
    Katie Russo – outreach and recruitment with SCC
- Damon: DECA starts early November. 103 students enrolled this year. Staying consistent with a slight increase.  
    Leo: Some joint events planned between the High School and SCC DECA clubs.

**4:55-5:00      Wrap-up adjourn ..... Beth**

- Irene adjourned meeting.
- Kara will schedule next meeting through Doodle.