



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

Business Advisory Committee Meeting

Accounting, Business Administration, and Business Technology

Tuesday, May 12, 2015

12:45-1:45 p.m.

Shoreline Community College, Room 1000

Present: Industry Representatives

Lisa Clarke, CEO, Rally Marketing Group

Brian Doennebrink, Community Transit, Seattle Community College

Cheri Leavitt, Human Resource Consultant Assistant, Shoreline Community College

Stephanie Santeford, Edward Jones and Foundation President, Shoreline
Community College

Shoreline Community College Administrators and Faculty

Cathy Otto, Dean, HOPE & Business

Brad Fader, Accounting Faculty

Gail Dalton, Business Technology Faculty

Ailsa Kellam, Business Faculty

Dan King, Accounting Faculty

Faith Lam for/Dan Fey, Dean of Workforce and Continuing Education

Stephen McCloskey, Business Faculty

David Starr, Business Faculty

Guests

Eve Sternberg, Program Specialist/Recruiter for I BEST

Next Meeting: Thursday, October 15, 2015, 12:30 – 2:00 p.m. (lunch to be provided), Room 1000

Welcome and Introductions

In lieu of a Chair for the Committee, Gail Dalton, Faculty BUSTC, called the meeting to order at 1:00 p.m.; welcomed everyone; everyone introduced him/herself. Brian Doennebrink agree to serve as Chair for the rest of this meeting.

Approval of Minutes

Minutes were approved with the following revision: Ailsa Kellam Yomamoto would like to be referred to as Ailsa Kellam from this point forward (**MOTION:** Lisa/Brian). Minutes were taken by Gail Dalton. Gail agreed to take minutes, and also will see if Dan Fey will allow Atsuko Donovan, the BT Instructional Tech, to attend and take minutes for our future meetings.

Election of Chair

No member offered to serve as permanent chair, so this item was tabled for further discussion at the next meeting.

Committee Membership

It was noted that a majority of the committee members were not present (nine total). The following members have resigned:

Cheri Leavitt, Shoreline Community College
Jan Manfredini, CPA, Manfredini & Barnfather, Inc
Brittany Caldwell, Greater Bothell Chamber of Commerce

Discussion ensued about who is responsible for recruiting new members, and why the committee has such low attendance. This led to a discussion about the governance and structure of the committee.

Gail Dalton offered to speak with Dan Fey, Director of Professional/Technical Programs, to see if he would attend our next meeting to clarify the purpose, roles, and governance of the advisory committees at SCC.

Program Updates

Accounting – Brad Fader reporting:

- The curriculum changes discussed last year were implemented. Enrollment is good. They will be hiring additional adjunct faculty for the summer to cover classes.

Business Administration –David Starr reporting:

- David introduced Ailsa Kellam as the new FT faculty member for the Business Program. He stated that it will be nice to have some “fresh ideas” from a new member.
- At the DECA national conference this year, a very successful Shoreline team of 18 made it to nationals in Washington D.C. with 2 members placing second. Fifteen of the 18 members placed either first, second, or third.
- Since DECA only had money to cover 15 attendees to attend the International DECA competition in Orlando, the club held a fundraising dinner/silent auction in the PUB. It was very successful as \$3500 was raised. At the international competition, four students placed in the top three positions, while eleven placed within the top ten positions. One team will be actually launching the business they developed for the DECA competition. Ailsa Kellam and Steve McClousky attended the International Conference with the students.
- Ailsa announced the development of a new online Business Certificate in Social Media. This will be taught for the first time Winter Quarter, 2016. It is currently undergoing the curriculum process.

Business Technology –Gail Dalton reporting:

- Gail reported that BUSTC is resurrecting the Outlook course that she developed and taught many years ago. The course will be offered as a “special project” in Winter Quarter, 2016. This will be a trial run, and if the course seems to be successful, BUSTC will take the course to Curriculum for inclusion as a full blown course in 2016-17. An adjunct faculty member is working on developing this course with Prof/Tech monies from the Perkins Grant.
- BUSTC has establish a presence on social media with its own Facebook page. Ailsa has also developed a FB page for the Business Program.

Other

- Eve Sternberg, Program Specialist with the I BEST Program, gave an overview of the program. They serve primarily ESL and ABE students who want to move through the system on a “fast-track” to a certificate or degree.
- BusTc has an I BEST Program, as does Manufacturing and Automotive. There has been some challenges with enrollment in the BusTc Program. Eve will be addressing this.
 - David Starr suggested visiting “communities” of people in the area. He gave the example of the owner of Spiro’s Pizza & Pasta, who is heavily involved in the Greek community.
 - Gail suggested the International Community Health Center on Aurora as a potential recruitment spot.
- The college is supportive of the I BEST model and is open for additional programs such as medical office front desk.
- Tuition for this program is usually covered by the Work Force Department. All courses are on campus, and the “cohort” meets for three quarters from Fall to Spring.

Needs and Trends

- Committee members contributed the following ideas:
 - We need to know what makes students more employable
 - The job market has changed; more technical talent is being sought after
 - Amazon is recruiting more computer engineers and developers
 - There is an emphasis on coding for Artificial Intelligence
 - Networking is important
 - There are fewer jobs that offer on-the-job training. Most desire recruits with training already completed
 - There is also a shift in the culture of young adults to a “privileged mentality”

Tenure Track Updates

- Brad Fader, Accounting, is in his second year of the process
- Ailsa Kellam, Business, and Gail Dalton, BUSTC, are in their first year

Quality Matters

- Jerry Baker has all of his courses certified under the Quality Matters Program.
- Gail Dalton just received certification for the Business English course. She intends to get all/most of the Business Technology courses certified within the next few years.

Committee Membership Revisited

The committee asked for a reading of the entire roster.

- Potential recruitment by businesses was discussed. The following were suggested:
 - Car dealers
 - Central Market
 - City of Shoreline
 - COSTCO
 - Premera BC/BS
 - Sears
 - Sky Nursery
 - UW Medical
 - WA Department of Transportation
- As the committee was unclear as to whose responsibility it is to formally recruit members, they officially asked that Dan Fey be present for the next meeting (**MOTION:** Lisa/Stephanie. Unanimous.)
- Several suggestions were made around membership in general:
 - Attendance expectations should be made clear, and penalties observed for non-compliance
 - Minutes and notices should be sent in advance of the meetings
 - Emails could be sent to members who do not attend a meeting
 - There exists different levels of engagement between committee members
 - Advisory meetings should occur three to four times per year, instead of just two

- Online meetings are not successful

Next Meeting

Thursday, October 15, 2015, 12:30 -2:30 pm. Room 1000. Lunch will be served.

Adjournment

The meeting was adjourned at 2:25 p.m. by Acting Chair, Brian Doennebrink.

Respectfully submitted,

Gail Dalton, Instructor
Business Technology