



# Accounting Advisory Committee

Monday, November 3, 2025, 4:00 – 5:00 p.m.  
Via Zoom

Attendees: Suzan Shayler, Carl Roer, Nick Bilotta, Jessica Custis, Janelle Fallin, Kendyl Prosser, Adam Dinehart

Minutes: Jennifer Nelson

Minutes Approved by Board 4/10/26

## AGENDA

- Welcome..... Carl Roer
  - Reviewed agenda
- Approval of Spring Minutes..... Carl Roer
  - Motion to approve: Nick Bilotta
  - Second: Janelle Fallin
  - Minutes from Winter Meeting, 6/6/25 approved
- Introductions (5 minutes) ..... Carl Roer
- Serving on an Advisory Council (10 minutes) ..... Carl Roer/Shoreline Staff
  - Role and Purpose of Advisory Committees at Shoreline Community College
    - Facilitate collaboration between educational programs and industry.
    - Provide guidance to the administration and board on industry best practices.
    - Support program staff in curriculum and training enhancements.
    - Advocate for quality education and workforce readiness.
  - General member responsibilities
    - Attend and participate in committee meetings. Can send a proxy if absent.
    - Provide industry insights on job trends, skills gaps, and certification needs.

- Review and give feedback on curriculum alignment with industry standards.
- Support student professional development through internships, mock interviews, and mentoring.
- Assist in acquiring necessary facilities and equipment for training programs.
- Engage in public relations efforts to promote programs to the community and industry.
- Key responsibilities of advisory members
  - Chair Responsibilities. A new chair is needed.
    - Later in the meeting Nick Bilotta was nominated and elected by unanimous decision.
    - Plan and lead meetings in collaboration with faculty and administrators.
    - Ensure committee progress and accountability.
    - Sign off on approval for college-related business.
    - Promote member engagement and collaboration.
- Committee administration and structure
  - Members serve three-year terms, renewable once.
  - Committees are comprised of industry professionals, ensuring diversity in representation.
  - At least two meetings per year are typically scheduled, with quorum requirements.
- Annual Plan and Advisory Activities
  - Review and update curriculum to meet current industry standards.
  - Provide recommendations on facilities and equipment.
  - Evaluate instructional quality and offer suggestions for improvements.
  - Engage in public relations marketing, and advocacy for the program.
  - Help students gain employment through job fairs, resume reviews, and networking.
- Public Engagement and Advocacy
  - Promote the program through industry events and community outreach.
  - Advocate for policies that benefit technical education.
  - Foster relationships with local businesses for funding and internship opportunities
- Best Practices for Advisory Members
  - Be active and engaged in meetings and discussions.
  - Provide constructive feedback on curriculum and program development.

- Assist in securing industry resources for students and faculty.
    - Support students through mentorship, job shadowing, and career guidance.
    - Maintain ethical conduct and avoid conflicts of interest.
- Accounting Program Overview (10 minutes) ..... Shoreline Staff
  - Business Degrees & Certificates
    - AAAS Degrees:
      - Accounting AAAS
    - Certificates:
      - Accounting Certificate
      - Bookkeeping Certificate
      - Payroll Accounting Certificate
      - Tax Preparer Certificate
  - Carl: Possible deletion of BUS 107 Computer 10-Key Class
  - Carl: Shared current outcomes and proposed outcomes for the following classes (additional information is available in the PowerPoint presentation):
    - Computer Accounting (ACCT 206)
    - Federal Income Tax Individuals/Small Business (ACCT 170)
    - Payroll Accounting (ACCT 104)
- Three-Year Goals 2025-2028 (15 minutes) ..... Shoreline Staff
  - Increase enrollment in accounting programs.
  - Establish accounting industry partnerships.
  - Strengthen accounting mentorship program
  - Evaluate accounting program outcomes
  - **Please contact Carl Roer if you have other ideas regarding these three-year goals.**
  - Open discussion regarding desired outcomes for the accounting program
    - Jessica: SCC is swapping out BUS 107 Keyboarding for a new AI for Business course that will be in place for Fall 2026.
    - Kendyl: would like to see metrics added to goals and programs.
      - Carl: career goals for 100 level students are divided about 1/3 of them want to do a 4-year university. 1/3 of them wanting to get a 2-year degree and then get working in the area. Want to be in the job market either out of necessity or that's what they want to do. 1/3 don't know what they want to do.
    - **Please contact Carl Roer if you have other ideas.**
- Dean's Report (5 minutes) ..... Dr. Jessica Custis
  - **Enrollment** is up again this quarter for the college – consistently growing 2-3% per quarter

- With online accounting courses still strong, Shoreline is starting to advertise outside the local region. Our goal is to train locally, but the enrollment helps with the tight budget.
- **Accounting courses were recognized this quarter for “efficiency”** (strong fill rates)
  - Kudos to Professor Roer for taking on additional assignments this quarter when we had a sudden resignation right before fall.
  - We hope to continue to grow and add sections; we will again appeal to the college leadership for a second tenure-track position (we start this process in December for a start of September '26)
  - The NAIS cohort (Chinese-affiliated students) are launching their second cohort. They have requested additional ACCT&201 sections, which is a good thing, but they also are delaying their residency. There is hesitancy about current student visa applications. We will add these sections online again in 2026.
- Open Forum and General Q & A (5 minutes) ..... All
  - Board elected Nick Bilotta as Chair for the upcoming term.
  - Next Steps
    - Advisory Council members to consider volunteering for the chair position and email Carl if interested.
    - Advisory Council members to provide feedback on program goals to Carl Roer.
- Action Items:
  - Carl will work with Nick, the new chair, to schedule a winter meeting.
  - At the winter meeting, Carl will report to the committee regarding metrics for the accounting certificate and degree programs.
- Next Meeting: Winter Quarter
- Meeting adjourned – 4:59pm