

Shoreline Community College Business Intelligence & Data Analytics (BIDA) Advisory Kick-Off Meeting Notes

Date: October 17, 2024

Time: 4:00 PM - 6:00 PM

Location: Shoreline Community College

Minutes approved via Email

Attendees

Advisory Members Present:

- Tammy Lesley
- Babette Siebold
- Andrea Bowers

Staff Present:

- Jessica Custis
- Lucas Rucks

Meeting Summary

1. **Kick-Off Session**
 - The meeting began with a larger group kick-off session.
2. **Goals for 2025–2026 Academic Year**
 - Members were informed that the next meeting will focus on setting goals for the 2025–2026 academic year.
3. **Chairperson Discussion**
 - Members discussed the possibility of Tammy Lesley serving as the next chair.
 - A final decision will be made at the Winter meeting in January.
4. **Enrollment Challenges**
 - The committee discussed ongoing difficulties with program enrollment.
 - Members expressed disappointment in the lack of marketing support and follow-up on marketing initiatives discussed during the Spring meeting when Cat Chiappa presented.
5. **Program Viability**
 - The committee requested a discussion on the viability of the BIDA program to be included in the January meeting agenda.

Next Steps for Staff Prior to Next Meeting

- Prepare for the January Winter meeting by bringing input on potential goals and solutions for enrollment challenges.
- Review the viability of the BIDA program and discuss marketing strategies.

