



Business Administration Advisory Committee

Monday, May 5, 2025, 4:00 – 5:00 p.m.

Via Zoom <https://us02web.zoom.us/j/89146822418>

MINUTES

Advisors Present: Becky Doe, Ryan Taylor, Greg Beach, Lily Keeffe, Tim Sprangers, Damon Oliveto

Advisors Absent: Dan Gallagher, Dan Girgis, Mary Alida, JJ Kim

Staff Present: Jessica Custis, Shanon Ehmke-Reedy, Renda Palo, Jennifer Nelson

4:00-4:05 Welcome Jessica Custis

4:05-4:10 Introductions.....Jessica Custis

- Introduction of Damon Olivetto and Tim Sprangers.
- Renda Palo will be taking over the faculty lead role held by Jessica Custis in Fall Quarter. Renda will work with Greg Beach on the BUSAD Advisory Committee.

4:10-4:25 Approval of Winter Minutes Jessica Custis

- Moved by Greg Beach
- Seconded by Tim Sprangers
 - 2/24/25 Meeting minutes approved.
 - Committee approved Spring 2025 meeting minutes – 11/10/25

4:25-4:30 Merging Business Advisory Councils.....Shoreline Staff

- Jessica announced the plan to merge the advisory councils for business, entrepreneurship, and supply chain into one council. The council will have a diverse focus and will not be too large. The council will also be involved in the process of launching a future bachelor's degree in applied business. The feasibility study for this degree has been completed and the next steps will involve approval from various departments. The launch of the degree is expected to take place in the next 1-2 years.

4:30-4:35 Potential BAS in BusinessDr. Jessica Custis

- The team discussed the differences between BAS and BA degrees, the potential benefits of BAS degrees, and their goals for the next three years, focusing on strengthening student career outcomes and improving alignment with industry needs.
- Shanon clarified that BAS degrees are more applied and built on professional technical degrees, but they are still accredited and recognized by the same accrediting bodies as other degrees. Jessica added that students with BAS degrees can still transfer to four-year programs and complete their bachelor's degrees. The group also discussed the potential benefits of BAS degrees, such as higher job placement rates and accessibility for students. Greg asked about the impact of BAS degrees on the recruitment process, and Jessica confirmed that most applicant tracking systems (ATS) now allow for BAS degrees to be entered. The team agreed to continue the discussion in future meetings and to gather more data on the benefits of BAS degrees.
 - Weblink for WA State Board of Community and Technical Colleges Accreditation Program: [Current Bachelor's Degree Programs](#)

4:35-4:45 Goals for the 2025-2028 Three Year Goal..... Greg Beach & Shoreline Staff

- **Proposed Business Department Goals (2025-2028)**
 - **Expand DECA and Career Engagement Activities**
 - Increase DECA student participation by 50% over the next three years.
 - Host one employer-led DECA workshop or business case event annually.
 - Launch a “Career Readiness Series” focused on resume labs, mock interviews, and networking panels.
 - **Launch a Mentorship & Alumni Program**
 - Pair 25 students each year with industry mentors
 - Host two alumni or professional Q&A sessions per year
 - Develop a student-alumni LinkedIn community
 - **Strengthen Internship & Employer Partnerships**
 - Secure at least 5 internship or job shadow opportunities annually
 - Establish a formal feedback loop for employers to inform curriculum updates.
 - Create a centralized job/internship board for Shoreline business. Students.
 - **Launch the Bachelor of Applied Science (BAS) Degree in Business**
 - Finalize internal and state-level approvals for BAS program by Spring 2026.
 - Launch BAS in Business program in Fall 2026.
 - Align BAS curriculum with employer needs and applied management competencies.

- **Boost Enrollment in Targeted Degree Pathways**
 - Work with our marketing department to execute quarterly marketing campaigns for Business Intelligence & Data Analytics and Marketing AAAS degrees.
 - Collaborate with Digital Media and STEM programs to co-promote cross-disciplinary opportunities.
 - Strengthen relationships with high school dual-credit and adult re-entry pathways.
- The team discussed goals for the next three years, focusing on strengthening student career outcomes, improving alignment with industry needs, and enhancing direct transfer agreements. They considered expanding DECA and career engagement activities, launching a mentorship and alumni program, strengthening internship and employee partnerships, and launching a bachelor's degree. The team also discussed the importance of networking events, resume building, and mentorship opportunities. Everyone is encouraged to provide feedback on the proposed goals and consider how they can support these objectives.
- Committee members are strongly encouraged to contribute their recommendations related to these goals by June 1, 2025.
- Ideas shared included:
 - Skill and development and workshops
 - Aside from academic education, colleges facilitate skill development through:
 - Professional Development Seminars:** Sessions on communication, team building, and problem-solving.
 - Career Planning Courses:** Courses that emphasize career exploration, job seeking skills, and readiness for the workplace.
 - Internships and mentorship programs preparing students for the workforce.
 - Networking events.
- The team agreed on the need for more practical experience for students to enhance their employability.

4:45-4:50 Faculty Members Updates.....Shoreline Staff

- Renda shared updates about the Deca program, highlighting the students' achievements and plans for the upcoming year.
- Jessica announced the hiring of a new full-time faculty member, Laura Culberg, and a new staff member.

4:50-4:55 Dean's Report.....Shanon Ehmke-Reedy

- Shanon discussed the college's 60th anniversary celebration and the impact of potential grant cuts on the institution.

4:55-5:00 Next Meeting: Fall 2026

- In-person on campus Advisory Committee Kick-Off Meeting in October. Date to be announced in late Summer.