



## Business Administration Advisory Committee

Thursday, October 17, 2024  
4:00 – 6:30 p.m.

### MEETING MINUTES

#### Attendees:

NAME	TITLE	COMPANY
Cameron McDowell	Shorecrest HS	Teacher
Ryan Taylor	Gold, Gift (Coh. H. J.)	

#### Shoreline Staff:

NAME	TITLE	
Tim Sprangers	CEO	Shoreline Community College
Renda Pato	Business Faculty	Shoreline Community College
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		Shoreline Community College

#### Welcome and Introductions

#### Topics:

- Emerging technology, field-based learning (Internships), Career Services
- Marketing efforts: Develop plan to recruit and retain students from diverse backgrounds in our programs



## Discussions:

- Consulting
  - google analytics, webpage traffic
  - ~~Reading~~ Facebook ads,
    - "I was able to analyze a campaign"
  - ~~Badge~~ - any types of campaigns, demographics, what industry
  - ~~Recruiting~~
- Recruiting

## What do they need?

- everyone is winging it.

- Practical experience
    - storytelling
    - Resume, baselining for your storytelling
  - Google analytics
  - Guerrilla marketing
  - "How to go viral"
  - Microsoft office badge, validation agency
  - Indeed management?
- Take a marketing class

- Assistant

- Make a powerpoint

- Do excel

## Resume - Recruiting

- 3-5 / 200-400 applications

- Concise

- Where did you work

- Lined In

- "If I read it to my 7 year old, can they know that you're good"

- Sales: Do they tell a story

- They went out and did something

- application (kids who are cooking = chef)

- Numbers behind the resume
- Scarcity = means more
  - ↳ 5% of 2000 get a badge
  - ↳ Mailchimp, survey monkey
  - Social media, monetization
- Case studies
  - 30 individual problems
  - How to figure it out
  - Individual problem solving
- Networking
  - how to build a relationship
- Interview skills
- Some sort of outside of school

Volunteering - Real world

Meeting Adjourned

- google suit, microsoft suit, smartsheet, Zoho-crm
- Microsoft projects (bigger), quickbooks,

