



Business Administration Advisory Committee

Wednesday, March 5, 2026, 4:00 – 6:00 p.m.

Hybrid: Room 4214 and Zoom

MINUTES

Minutes from 3/5/26 Meeting approved by committee on 5/14/26

Advisors Present: Greg Beach, Mary Alia Brisk, Marken Halstad, Ryan Taylor, Sam Kaplan, Tammy Lessley, Damon Oliveto, Babette Siebold

Advisors Absent: Lily Keefe

Staff Present: Renda Palo, Jessica Custis, Lucas Rucks, Jennifer Nelson

Welcome /Ice Breaker.....Renda Palo

Approval of Winter Minutes Renda Palo

- Moved and Seconded
 - 11/10/25 Meeting minutes approved

Congratulations of new Vice-Chair..... Renda Palo

- Congratulations to Tammy Lessley on becoming the new vice chair of the BUSAD Advisory Committee

Faculty Member Updates.....Renda Palo and Jessica Custis

- Renda provided updates on the DECA state competition in Pasco, Washington
- Jessica discussed significant program changes including.
 - Consolidation and elimination of certain certificates to better align with post-COVID student needs and reduced funding from SBCTC.
 - The launch of two new two-credit classes designed to meet the evolving demands of students and industries:
 - Essentials of Business,
 - AI for Business
 - Curriculum committee work to revise and update program outcomes and certificates with plans to present more details at a future meeting.

AI Integration in Education and Work

- The group discussed the integration of AI skills in education and the workplace. Jessica shared that while the college supports using AI tools like Copilot, different departments have varying approaches, with some pulling back on online testing due to cheating concerns. Renda explained how she teaches students to use AI while helping them recognize its limitations and proper citation requirements. The discussion highlighted the need for students to develop critical thinking skills and the ability to partner with AI rather than being replaced by it.
 - **Action Item: The group decided we may want to discuss offline or at the next meeting potentially.**

Dean's Report.....Jessica Custis

- Jessica provided updates on college changes, including budget cuts and layoffs affecting approximately 15 staff members across the institution.
- She announced that the college is reducing part-time staff and cutting summer sections by about half, though core required classes for graduation will continue.
- Jessica also shared positive developments including a new partnership with Muckleshoot College for entrepreneurship certificates serving 22 students.
- The launch of Shoreline Online, a new online program focusing on business certificates that will soft launch in spring and fully launch in fall.
- Jessica explained the Muckleshoot tribal entrepreneurship program, which is specifically designed for tribal members and includes unique requirements like mandatory community investment and tribal employment policies.

Business Department Goals (2025-2028) Brainstorming Session.....Renda Palo

- Goal 1: Expand DECA Career Engagement Activities
 - The group discussed developing a career readiness program for DECA students, focusing on networking, interview skills, and business case competitions. Renda explained the structure of DECA business cases and competitions, while Tammy inquired about the benefits for employers. The discussion highlighted the importance of building relationships between students and employers.
 - **Action Item: Ryan and Damon would like to be involved with this goal – will solidify ideas and priority / due date at next meeting**
 - Ideas: DECA lunch n learn, mock interviews, recruitment video (in works), LinkedIn connection instructions (how to do this successfully), virtual options for competitive events to help with budget, connect with high school DECA
- Goal 2: Launch a Mentorship & Alumni Program
 - The group discussed ways to involve business students and DECA in a mentorship program.
 - **Action Item: Babette would like to be involved with this goal – will solidify ideas and priority / due date at next meeting**
 - Ideas: marketing to mentors, developing levels of mentorship grid (a day in the life, company tour, 20 min exploratory Q&A over the phone, etc)
- Goal 3: Strengthen Internship & Employer Partnerships
 - The group discussed establishing a mentorship program for business students, particularly focusing on connecting with industry professionals. Continued discussion about mentorship. Explored different approaches. The discussion also addressed challenges around unpaid internships, with Jessica explaining that Business 290 classes could provide a solution by offering academic credit instead of payment.

- **Action Item: Greg would like to be involved with this goal – will solidify ideas and priority / due date at next meeting**
- **Action Item: Ryan volunteered to find connections for job shadows or tours**
- Ideas: tiered commitment levels for mentors, developing preparation materials for students, potentially creating a LinkedIn community or utilizing business page, regular faculty announcements for connecting students to mentors, define clear expectations for mentor commitments to avoid overwhelming volunteers.

Due to technical issues with Zoom the meeting ended at this point, will continue discussion at the next meeting

- Goal 4: Launch the Bachelor of Applied Science (BAS) in Business
- Goal 5: Boost Enrollment in Targeted Degree Pathways

5:55pm – Meeting Adjourned