



Business Administration Advisory Committee

Thursday January 25, 2024

3:30 – 5:00 p.m.

Via Zoom

<https://zoom.us/j/647904793>

MINUTES

Advisors Present: Beth Braun, Damon Oliveto, Dan Girgis, JJ Kim, Tim Sprangers

Staff Present: Irene Ferrante, Jessica Custis, Leo Novsky, Matthew Versdahl, LJ Bothell, Shanon Reedy, Cris Walters, Kara Haney

3:30-3:35 Welcome and Introductions Beth Braun & Irene Ferrante

- Introduction of two new members: Dan Girgis and JJ Kim

3:35-3:37 Approval of Fall 2023 Meeting Minutes Beth Braun/All

- Fall 2023 minutes approved.

3:37-4:15 New Year Refresh Irene Ferrante

Member Responsibilities, Program Approval Process Review, Faculty Advising Process

- Irene reviewed the purpose of advisory committees and member responsibilities.

Advisory Committee Roles

As a member of this advisory committee, you will be asked to:

- ✓ Make the commitment to serve, attend all meetings and be an active participant
- ✓ Evaluate and determine effectiveness of our programs
- ✓ Identify and validate occupational competencies and develop student performance standards and measures based on these competencies
- ✓ Facilitate student internships, or recruitment and job placement
- ✓ Promote efforts of vocational campus organizations

You have been asked to serve because:

What will I get out of the experience?

What expectations do other members have of me?

- ✓ Attendance
- ✓ Participation
- ✓ Conduct

- The advisory committee's work is critical for the college and students.
 - Provides valuable feedback on the content we teach students, provides opportunities for students, insight in the currently reality of industries, and allows us to make updates to our programs.

4:15-4:35 Program Revisions Approvals Business Faculty

Program/Course Approval Process

• **Sequence:**

- colleagues/peers-Enter in Curriculog
- advisory committee
- DPC (Curriculog)
- Deans (Curriculog)
- Peers (Curriculog)
- Curriculum Committee 1st and 2nd readings (Curriculog)

- **Proposal: Sunset Retail Management 30 credit Certificate of Completion, Retail Management 45 credit Certificate of Proficiency, Retail Management AAAS**
- **Rationale:**
 - Very few completions
 - No resources to manage and update these programs
 - Better off discontinuing them and putting efforts where efforts are best put
 - Will retain retail courses – Retail Buying and Retail Marketing
- **Motion passed by committee.**

- **Proposal: Remove BUS& 101 prerequisite from BUS 160 Systems Thinking**
- Rationale:
 - Students don't need any previous experience around systems thinking, since it's a 100-level course.
 - Getting rid of BUS& 101 prerequisite will increase enrollment and access.
- The committee discussed the proposal.

Beth: How long has the course been available? Why was BUS 101 originally included as a prerequisite?

Jessica: At least for the three years I've been here. Probably added as a prerequisite since BUS& 101 is added to a lot of BUS classes.

Dan: What is BUS 160 a prerequisite for?

Jessica: It's a single course in our degree program. Doesn't open up to a 200-level course.

Dan: In addition to eliminating the BUS& 101 prerequisite, what other steps are taken to increase enrollment?

Shanon: Working on updating our programs and figuring out what students and industries are looking for, and how we can support that.

 - Our Business transfer degree is one of the most highly enrolled at Shoreline. Those students are harder to track and take less BUS classes since they are transferring. Trying to find ways to engage with them in other ways outside of classroom.
 - BUS recruiting event, outreach recruiters, and recruiters in high school.
 - Creating more pathways for students in Prof-Tech degrees. Articulation agreements.

Jessica: This is a good one-off class for students outside of BUS. People from Boeing or Clean Tech, etc. take it. Don't want to have a barrier for students who aren't in Business.
- **Motion passed by committee.**
- The committee discussed the Entrepreneurship program.
- Leo is working on updating learning outcomes for Entrepreneurship classes.
- Shanon hopes to send out a survey to the committee to help get guidance and feedback.
- Ryan Taylor and Tim Sprangers are both in entrepreneurship. Good opportunity to reach out.

4:35-4:45 **Shoreline Trends and Updates..... Shanon Reedy**

- Winter enrollment is up by about 5%.
- Ghost students are still a problem. College is working on preventative steps (e.g. New Student Orientation).
- FTF Hires coming up: Business, Accounting, and Ethnic Studies.
- New Cedar Building is open. STEAM Building is also in the works. Working with Indigenous groups to name our buildings.
- Working on Fall quarter schedule.
- Business faculty will be creating a video that will go on our pathways page. Hoping to make our website more exciting for students and help them learn more about our programs.
 - If you have any thoughts or ideas on recruiting students, please reach out.

4:45-4:55 High School Program Updates Damon Oliveto

- Regional DECA for HS. 1200 competing overall, 39 students qualified for states.
- Midway through school year. Not many updates.

4:55-5:00 Wrap-up adjourn Beth Braun

- Kara will schedule the next meeting through Doodle.