



Business Administration Advisory Committee

Wednesday May 15, 2024

3:30 – 5:00 p.m.

Via Zoom

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

MINUTES

Advisors Present: Beth Braun, JJ Kim, Ryan Taylor, Tim Sprangers

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

Minutes Approved via Email: 3/27/2025

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

3:35-3:37 Approval of Winter 2024 Meeting Minutes Beth Braun/All

- Committee approved Winter 2024 meeting minutes.

3:37-3:42 Program Revision/Approvals Business Faculty

Sunset BUS 217, BUS 218, and Sustainable Business Certificate

- Irene presented on sunset proposal.
- Beth: Are there other sustainability courses offered?
Irene: Courses in Clean Energy dept. Offered to move these courses and certificate to them, slow process. Planning on moving ahead with sunsetting in Business. No resources available for promoting them.
Shanon: These classes were specifically built for Clean Energy, doesn't cover general business sustainability. Some confusion for students.
- Approved by committee.

Deleting BUS 217 from BUSAD AAAS and replacing with BUS 250 Human Resources Management and BUS 255 Principles of Management

- Beth: Why replace one 5-credit course with two?
Irene: We're required to keep degree requirements within 93-95 credits. Currently we give students the choice of taking BUS 250 or BUS 255. This change would require them to take both. So not replacing one course with two, just making one optional course a requirement.
- Approved by committee.

3:42-4:05 Marketing AAAS Degree Revised Program Outcomes Irene Ferrante

New Marketing outcomes discussion based on pre-work

Revised Program Learning Outcomes Marketing AAAS	Notes/changes
1 Apply fundamental marketing concepts and principles to develop and implement effective marketing strategies and campaigns.	Includes Marketing Mix, P&SC, target mktg, customer profiles and target markets
2 Utilize various marketing research methods to gather and analyze data, develop customer profiles, and identify target markets.	SUB?: Acquire a wholistic understanding of internal, external and global forces (technology, political legal, competition, social cultural, economic) on the marketing approach, adapting, and thriving in an ever changing dynamic environment.
3 Effectively use various marketing channels to reach and engage with customers, including digital and social media, advertising, public relations, and sales promotions.	Included traditional and digital
4 Evaluate the effectiveness of marketing strategies and tactics, through marketing research , data analytics and performance metrics, to make data-driven decisions and optimize marketing outcomes.	Changed to include marketing research
5 Apply concepts of diversity, equity, inclusion and ethics as they relate to the field of marketing, demonstrating how these concepts impact organizational culture, decision-making, and stakeholder well-being.	DEIA
6 Communicate and collaborate with others to effectively execute marketing efforts	

Are these outcomes appropriate for a 2-year degree program in marketing?

- Committee found the outcomes to be straightforward and appropriate.
- The committee agreed that it would be fine to keep the wording of “others” in #6 rather than replace it with “stakeholders.”
Beth: Not an issue with ambiguous. The outcome is to be able to work with other people, doesn’t need to specify who.
- Committee agreed that as-is wording for #5 and #6 is fine.

Should outcome #2 remain the same or replace with substitute outcome?

- Ryan: Likes #2 as-is. Substitute is more general and less clear.
- Irene: Analyze data is covered by #4, may be redundant.
- Ryan: #2 is type of research done before marketing strategy campaign, and #4 is researching as you’re managing your campaign to make it better.
- Tim: #2 as-is is easier to understand. Substitute is confusing.
- Committee agreed outcome #2 should remain the same.
- Motion made to approve revised program outcomes.
- **Approved by committee.**

Revised Program Learning Outcomes Marketing AAAS	
1	Apply fundamental marketing concepts and principles to develop and implement effective marketing strategies and campaigns.
2	Utilize various marketing research methods to gather and analyze data, develop customer profiles, and identify target markets.
3	Effectively use various marketing channels to reach and engage with customers, including digital and social media, advertising, public relations, and sales promotions.
4	Evaluate the effectiveness of marketing strategies and tactics, data analytics and performance metrics, to make data-driven decisions and optimize marketing outcomes.
5	Apply concepts of diversity, equity, inclusion and ethics as they relate to the field of marketing, demonstrating how these concepts impact organizational culture, decision-making, and stakeholder well-being.
6	Communicate and collaborate with others to effectively execute marketing efforts

4:05-4:30 Review of Business Administration Course Offerings..... Business Faculty

Review of Business Administration Course Offerings

- https://catalog.shoreline.edu/content.php?catoid=8&navoid=868&filter%5Bitem_type%5D=3&filter%5Bonly_active%5D=1&filter%5B3%5D=1&filter%5Bcpage%5D=4#acalog_template_course_fil ter

- The above link is to our current core business. Take a look at the list of courses with the prefix BUS or BUS&.
- **Prepare to discuss your responses to the following questions:**
- **What changes or gaps do you see in these course offerings?**
- **Are there courses that should be deleted? Why?**
- **What courses/topics could be added? Why?**

- Tim: When you talk about electives, do students have to take those in addition to required courses?
Shanon: For Prof-tech programs, yes. AAAS degrees are workforce driven. Business Transfer is a different degree offering, but also has limited credit space for electives.
- Ryan: Would consider in outcomes for class/program: where the program is supposed to land a student. Selling it as “program will land me a first job with applicable experience” is different than “program will land me a project manager job.”
Shanon: Prof-tech students from all steps in life – no credits, years of workplace experience looking to upskill, etc. Try not to overpromise. Internships are great experiences for students but requiring them is not super realistic. Capstone or internship is often what we offer. A lot of working adults in our programs, can’t do internships.

- U: BUSTC 109 is still listed but should be deleted. Already sunset since CEO program changed significantly during COVID.
- U: Courses/topics that could be added: what classes teach competencies that help implement marketing strategies and campaigns, and use various marketing channels, particularly for certificates that need to go right to work: web publishing, image editing, presentation software, publication design, video/flow-charting...
- Moving further into agenda. Will discuss as a department and bring back to next Advisory Committee meeting.

4:30-4:45 Shoreline Trends and Updates Shanon Reedy

- Spring enrollment up about 1%: 12% in running start students, 66% in international students. State-supported students down a bit.
- New Cedar Building is open. Recently had a successful open house.
- Seattle International Film Festival happening with showings at Shoreline. Last showing will be on Sunday.
- Hiring American Ethnic Studies, Business, and Accounting full-time faculty.
- The Big Event happened last night. Recruitment/informational event for Business department. Good turnout, positive reaction.
- Damon will be bringing many students from Shorecrest to the SOAR event next week (Shoreline Orientation and Registration).
- In June will have 300 middle school students coming to campus to tour Shoreline. College trying to be better at outreach and recruiting.
- Irene will be retiring from Shoreline.
- Beth participated in DECA competition in February.
 - 25 Shoreline students went to nationals, did well. Shanon will send out the results.
 - Ryan would like to participate in DECA when it starts up again.
- Graduation is June 21.

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

- Damon not present.

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

- Kara will send out a Doodle to schedule Fall meeting.
- Beth adjourned meeting.