



# Business Administration Advisory Committee

Wednesday, May 24, 2023

3:30 – 5 p.m.

Via Zoom

## MEETING MINUTES

**Advisory Members:** Beth Braun, Damen Oliveto, Tim Sprangers, Ryan Taylor, Karen Stash  
**Staff Members:** Lucas Rucks, Shanon Reedy, Kara Haney, Irene Ferrante, Jessica Custis, Leo Novsky, LJ Bothell, Megan Tucker, Jonathan Molinaro

- 3:30-3:32**      **Welcome and Introductions** ..... Beth
- 3:32-3:35**      **Approval of Winter 2023 Meeting Minutes** ..... Beth/All
- Minutes approved
- 3:35-4:05**      **Certificate revisions** ..... Irene
- Business degree consolidation was approved
  - Proposal to adjust General BUSAD certificate to two 45 and 30 credit BUSAD certificates
    - 30 Cr: Only change is to provide an option between BUS 255 or BUS 250
    - 45 Cr: Structures it to align with 30 credit degree, unlike current 45 credit General BUSAD certificate

REQUIREMENTS	Original 45 credit General Business Administration	New Proposed 45 credit Business Administration	New Proposed 30 cr Business Administration
Prereq	45 CREDIT CERTIFICATES DID NOT HAVE A PREREQ SECTION	Placement into BTWRT 215 or ENGL& 101 and placement into BUS 102 or MATH& 107	Placement into BTWRT 215 or ENGL& 101 and placement into BUS 102 or MATH& 107
Gen Ed Rqrmnts	BUS 102 Business Math	BUS 102 Business Math	BUS 102 Business Mathematics or MATH& 107 Math in Society
Gen Ed Rqrmnts	BUS 104 Human Relations in Business	BUS 104 Human Relations in Business	
CORE	BUS& 101 Introduction to Business	BUS& 101 Introduction to Business	BUS& 101 Introduction to Business
CORE	BUS 120 Principles of Marketing	BUS 120 Principles of Marketing	BUS 120 Principles of Marketing
CORE	BUS 135 Retail Marketing	ACCT& 201 Principles of Accounting I	ACCT& 201 Principles of Accounting I
CORE	BUS 225 Relationship Marketing	BUS 240 Introduction to E-Business	BUS 240 Introduction to E-Business
	BUS 235 Retail Buying and Management	BUS 255 Principles of Management OR BUS 250 Human Resources Management	BUS 255 Principles of Management OR BUS 250 Human Resources Management
	BUS 250 Human Resource Management	BUS 160 Systems Thinking -added	
CORE	BUS 255 Principles of Management	BUS 215 International Business -added	

**PROPOSED:**  
 change BA certificates to comply with new BA DEGREE format and changes  
 Add structure to both completion and proficiency certificates  
 Need to establish a consistent format with completion and proficiency certificates  
 Previously, if students go directly into a 45 credit certificate, will they miss the prereqs that are listed on the 30 credits certificates.  
 Purple is the 30 credits courses that the 45 credit covers if stand alone

- Karen: What is BUS 160: Systems Thinking course?
- Jessica: Teaches students how systems (operational systems, HR, Financial, etc.) work in every type of organization (tech, hospital, education, etc.), and student's place in that

*Committee approved certificates*

**4:05-4:25 I-BEST Certificate Update ..... Jonathan**

- Business & Computing Fundamentals I-BEST Certificate
- Jonathan reviewed the I-BEST Certificate (see BCF I-BEST Certificate DPC document)
  - 2-quarter certificate
  - Embedded I-BEST portion (basic reading, math, ELL, writing, etc. support for students with lower entry-level skills)
  - Co-teaching model
- **BUS 107 Tech & Web Essentials:** An updated version of BUSTC 105, better serving students and collegewide needs. Still undergoing curriculum update process

*Signature for certificate required from advisory board chair- Beth Braun and Jonathan will organize signing after meeting*

**4:25-4:40 Shoreline Trends and Updates..... Shanon, Lucas, Leo**

- College
  - 8% enrollment increase from last Spring collegewide
  - 2 months into ransomware recovery
  - International Student population up 18%, currently 11<sup>th</sup> nationwide
  - Restrictions back for veterans, international students, etc. – must take at least 1 in-person class/quarter
  - Exploring alternative schedules (short summer classes, afternoon classes, etc.)
- Hiring
  - Hiring for tenure-track Purchasing and Economics positions almost wrapped up
- DECA – Leo Novsky
  - 16 students went to nationals, 2 got in the top 10
  - Took DECA students to Starbucks corporate. Internships being organized for community college students
  - DECA is growing. More advisors will be needed in the future

**4:40-4:50 Career Center ..... Megan**

- Career Center Manager: Megan Tucker – [mtucker@shoreline.edu](mailto:mtucker@shoreline.edu)

- A new position, still settling in and evolving. Tracking student needs and gaps in college support
- Resume help, job search, interview prep, etc.
- Open to people who aren't Shoreline students as well
- Ryan: utilizing network? Relationship-building? Informational interviews?  
Megan: Working on that. Not a lot of engagement with LinkedIn, informational interviews, etc. To build network but hoping to do it  
Ryan: also leveraging family relationships, jobs they've had in schools, etc.
- SCC Pathway U for interest inventory and job searching help:  
<https://shoreline.pathwayu.com/login?next=%2F>

**4:50-4:55 High School Program Updates ..... Dan & Damon**

- Damon: offering Marketing I and II, AP Econ (Micro and Macro), and Accounting I and II
- Students interested in SCC's Social Media Marketing cert
- DECA: 62 to state, 42 to national
- Budget crisis. May impact extracurricular activities (DECA, etc.) - severity of how budget shortfall may limit offerings

**4:55-5:00 Wrap-up adjourn ..... Beth**

- Irene: Discover Your Path in Business event went very well. Tim Sprangers was the guest speaker
- Irene: Considering bringing a couple more people onto the Advisory committee. If you know anyone, feel free to provide references. 2-4 individuals would be helpful.
- Beth adjourned the meeting