



**Shoreline Community College**  
16101 Greenwood Avenue North  
Shoreline, WA 98133

## **Business Administration Advisory Committee**

### **Meeting Minutes**

Thursday, February 1, 2017

12:30-2:30 pm

Board Room (1010M), Building 1000

#### **Present:**

##### Industry Representatives

Kisa Nishimoto, Senior Manager of Consumer Engagement, 206Agency

Garett Fitzpatrick, Crane Hardware LLC/DB Best Technologies Administrators

Chad Hovde, Contractor, Evergreen Energy SVC

Russell Murphy, CEO, Crane Hardware LLC

##### Faculty and Staff:

Guy Hamilton, Dean, Science

David Starr, Business Faculty

Stephen McCloskey, Business Faculty

Ailsa Kellam, Business Faculty

Kimberly Lothyan, Business Faculty

Tiffany Lamoreaux, Career Navigator, Workforce Development

#### **Next Meeting:**

It was determined that the next meeting will be scheduled once the timeline for the program review is known. Update: Meeting to be held May 8<sup>th</sup>, 12:00 to 2:30 pm

#### **Welcome and Introductions**

Chair, Kisa Nishimoto called the meeting to order at 12:45 pm; welcomed everyone; everyone introduced him/herself.

#### **Approval of Minutes**

Minutes from last meeting were reviewed. Minutes were approved with one change: Kisa Nishimoto's name to be corrected and she is now Senior Manager of Consumer Engagement at 206Agency

#### **Program Updates**

Ailsa provided an update on the Social Media Marketing Certificate. The committee unanimously approved the certificate. Committee members recommended students be encouraged to develop SMM campaigns for businesses that are not their own. Non-profits or

campus entities were also mentioned as opportunities for the final assignment. Tiffany volunteered to send Washington state salary data to be included in the certificate description.

David distributed copies of the current degrees and certificates offered by Business Administration. Advisory Committee members were asked to review the program sheets and provide feedback on what courses should be included in the degrees. Ailsa set up a shared drive where Advisor Committee members can post their feedback.

[https://docs.google.com/document/d/1cVN-S-y01txiAol19QrLYHrt\\_G2Feq4a2-5jG9L3Ro/edit?usp=sharing](https://docs.google.com/document/d/1cVN-S-y01txiAol19QrLYHrt_G2Feq4a2-5jG9L3Ro/edit?usp=sharing)

DECA Shoreline's Collegiate DECA program remains strong and now has 40 members. Students attended the Fall Orientation and Leadership Conference (FOLC) in Port Angeles in November. 24 students are now preparing for the Pacific Northwest Career Development Conference (PNCDC), which will take place in Bellevue February 23-25. Qualifiers at regionals will travel to Anaheim, CA April 19-22 to compete at the International Career Development Conference (ICDC). Ailsa is currently the State Advisor for Washington Collegiate DECA. Advisory Committee members Kisa and Garrett volunteered to serve as judges and recruit other judges for the regional competition.

The Business Administration page on the Shoreline website was discussed. Shoreline is currently reworking it's marketing. Guy shared that a complete redesign of the website is in process. Ailsa is serving on the Communications and Marketing Steering Committee,

Guy shared that programs at Shoreline are reviewed on average every 3 years and offered to get more information on the program review.

*Update: On March 6, 2017, Bayta Maring provided the following update: Shoreline will be is conducting an evaluation of the Business Administration program to identify its strengths and areas for improvement. To do this, an independent consultant named Ed Phippen has been engaged over the Spring 2017 quarter. Ed will need to hold 2-3 meetings with Business Administration faculty in order to garner input on various data points of interest. He'll also be gathering feedback from external parties such as the advisory committee, current students and alumni of the program, and external partners and industry leaders.*

- *The first meeting will review enrollment and program data, including student demographics, learning outcomes, and available cost data.*
- *The second meeting will review student, alumni, employer and external partner input.*
- *A final meeting will review draft recommendations for input.*

## **Adjournment**

Meeting adjourned at 2:05 pm