



Shoreline Community College
16101 Greenwood Avenue North
Shoreline, WA 98133

Business Administration Advisory Committee Meeting Minutes

Monday, November 13, 2017
12:30-2:00 pm
Board Room (1010M), Building 1000

Present:

Industry Representatives

Kisa Nishimoto, Marketing Consultant (Committee Chair)
Garett Fitzpatrick, Entrepreneur, SA Global
Chad Hovde, Contractor, Evergreen Energy SVC
Jae Han, WDG OPEX Controllershship Finance Manager, Microsoft
Beth Braun, Communications Assistant, City of Lake Stevens
Tim Sprangers, CEO, Orin Rice Staffing & Consulting

Faculty and Staff:

David Starr, Business Faculty
Ailsa Kellam, Business Faculty
Guy Hamilton, Dean, Science
Tiffany Lamoreaux, Career Navigator, Workforce Development

Next Meeting:

The next meeting will be held during Winter quarter 2018 and a Doodle Poll will be sent to Committee members and faculty in advance to determine best date/time.

Welcome and Introductions

Kisa Nishimoto called the meeting to order at 12:40 pm and welcomed everyone. Attendees introduced themselves.

Approval of Minutes

Minutes from the February 2017 meeting were reviewed and approved

Program Updates

In June 2017, the Business Administration Program Review was completed by Ed Phippen of Phippen Consulting, LLC. David Starr shared Program Review Finding highlights, including:

- Curriculum mapping should occur to provide the department with measureable results regarding student achievement of program level outcomes. One faculty member knows how to use Canvas to assist with curriculum mapping.

- Faculty should consider adding an additional section of BUS 105 Human Relations because this course had a chronic waitlist issue during the study period.
- BUS 180 Project Management course has a consistently low fill rate. Faculty should partner with other departments (e.g., Clean Energy Technology and Visual Communications) to determine if collaborating with them could boost enrollment. Clean Energy Technology does utilize BUS 180 in their program. Visual Communications has their students take VCT 156 Creative Project Management.
- Event Planning, which has a SOC code affiliated with the Sports and Event Marketing degree, is a declining occupation in the labor market. Faculty should determine if this program is preparing for the event planning field even though the occupation is in decline. (It has since been decided that this program will be taught out. Those students currently earning the degree will complete 2 internships in sports and event marketing in order to successfully complete the degree. The degree will be removed from college materials and the website as a program offering.)

Ailsa Kellam provided information on Shoreline's Collegiate DECA program. Membership remains consistent at 40 members and 4 faculty Advisors. Since the Fall Orientation and Leadership Conference (FOLC) was canceled by the conference organizers, Shoreline and Bellevue College advisors teamed up to provide students from both chapters a workshop to prepare them for business event competition. The workshop was held at Bellevue College on November 3. Advisory Committee members are invited to help students prepare for competition by serving as judges at the Winning Edge practice competition in January. The Pacific Northwest Career Development Conference (PNCDC) will take place in Coeur d' Alene, ID February 11-13, 2018. Qualifiers at regionals will travel to Washington DC April 11-14 to compete at the International Career Development Conference (ICDC). Students fundraised \$3500 selling Cougar Mountain cookie dough. Funds will be used to offset travel expenses.

Program Specific Requests

Committee members requested information on industries, companies and careers business administration prof/tech students go into after finishing at Shoreline. David Starr shared what was learned in the program review and will contact Bayta Maring for more specific information then report findings at the next Advisory Meeting. Tim recommended LinkedIn as another source of career information on graduates.

Committee members provided feedback on the importance of internships and skills required by graduates in their careers. Identified skills include storytelling, interviewing, and project management.

Garett Fitzpatrick was unanimously voted Chair.

Adjournment

Meeting adjourned at 2:05 pm