Shoreline
COMMUNITY COLLEGE

Business Administration Advisory Committee
Wednesday, February 10, 2021
2 – 3:30 p.m.

Meeting Minutes

Advisors Present: Beth Braun (Chair), Shelae Cheng, Kisa Nishimoto, Tim Sprangers, Ryan Taylor, Dan Gallagher, Jennifer Berry, Damon Oliveto

SCC Present: Lauren Hadley, Irene Ferrante, Ailsa Kellam, Kathryn Schrenk, Tim Wright, Brigid Nulty

Meeting called to order at 2:05 pm

Fall 2020 Meeting Minutes were approved

Program Update:
- Articulation Agreement between Shoreline Community College and Shoreline Public Schools for BUS120 Principles of Marketing was signed. Students who complete the Marketing course of study at Shoreline Public Schools will earn credit for BUS120.

Shoreline Public School Update:
- Remote/on-campus operations plan for remainder of school year.
  - Online is very hard for students and teachers, not everyone has adapted well.
  - Waivers are being granted for some students, which has allowed them to graduate.
  - Some students are suffering from anxiety, and this is not how we want to teach and learn.
  - Faculty are offering more leeway with grading, no student will receive an F, and NC and P grades are being offered.

- Impact on graduation, college applications, etc.
  - No decrease in graduation rates in anticipated.
  - Applications for Running Start are the same, no decrease.

Retail Management Learning Outcomes Project

- A summary of the recently completed project and findings was provided.
- Discussion among advisors on Retail environment.
  - How has retail evolved?
    - More online shopping
    - Pandemic has brought more late adaptors online
    - Companies are realizing they don't need to pay for space, when they can go remote
    - Middle tier will go away, moving towards managing people not space

- Offering more discounts, people are finding the products at a discount
- Larger corporations are giving money back to the consumer
- Pricing and Marketing need to be valid, as we move to online

- What should be covered in courses to ensure program is relevant and applicable?
  - Add more online experience
  - Increase online training courses
  - Use tools from online companies, emerging technology
  - Add Business Intelligence courses and Relationship Marketing classes (Sales force component)
  - Add HUB Spot trainings (8 badges from sales force), great opportunity to increase knowledge base
  - Increase email marketing experience
  - Project Management- increase knowledge in different platforms
  - There's a demand for relationship management and skills in building community
  - Add product development with research and design

- Other recommendations for program (may include):
  - Prerequisites and sequencing of classes
  - Course requirements/planning guide revision
  - Capstone project to be completed toward end of degree

- Those in attendance were asked to reflect on discussion so program level outcomes can be updated and approved at the Spring meeting.

College Updates:
- Enrollment is down 12%. Overall, College enrollment is expected to remain down for some time.
- College courses will be online through Fall 2021.
- President Roberts announced her retirement next year. The College will use a recruiting firm to fill the position.

Meeting Adjourned at 3:30 pm

Next meeting will be scheduled through Doodle.