



## Business Administration Advisory Committee

Tuesday, October 26, 2021

Noon – 1:30 p.m.

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

### Meeting Minutes

**Meeting Chair:** Beth Braun

**Meeting Attendees:** Jessica Custis, Kathryn Schrenk, Damon Oliveto, Irene Ferrante, Ailsa Kellam, Dan Gallagher, Luca Rucks, and Lauren Hadley

**Meeting Guest:** Sharon Vik

**12:00 – 12:15 Welcome and Introductions ..... Beth**

- Daimon will join during lunch at 12:10 pm
- Beth thanked everyone from joining meeting.
- Introductions - roundtable

**12:15 – 12:20 Approval of Spring 2021 Meeting Minutes ..... Beth/All**

- Minutes approved

**12:20 – 12:35 Feedback: Sustainable Business Updates ..... Irene**

- Working with Sharon Vik to redevelop sustainable business courses
- Proposed actions- current course offerings: BUS 217, 218, 219
- 217 and 219, enrollment is good
- 218, enrollment is not good
- Other two courses only, and use current course numbers
- 217 create course sustainable leadership
- 218 Measuring results
- Sustainability for Leadership and chart a new pathway forward
- Current course does not focus on measurable results
  - We need to measure the progress of students
- Enrollment for 218 is our focus

- We have no other prerequisite that prepare students for courses
- The goal is Redevelop the class and enrollment
- Change 217 and 218, and add a prerequisite
- Plan to be ready fall 2022, and to have outcomes and assessment done for these courses
- Next steps, revise short-term certificate and delete 219
- Add a 3rd course, Bus 160
- Bus 101, is the recommended class or a prerequisite (just an idea)
- MCO as developed for the class
- Bus 101 is not included in planning guide, so will need instructor permission
- Bus 101 discuss in future course discussions, plus bus Adm
- Feedback from students, what made them register?
  - Last year students, 1<sup>st</sup> quarter students, they struggled with material
  - Lack of prerequisites, really hammers these students
  - Need to introduce students to Bus as a concept
  - Running start students were lost, enthusiastic but ill prepared
  - Other factors: lack of preparedness for the course materials, they didn't understand what business does.
  - 37 students last year, that is a lot of students
  - We're pleased to have the students, but it was a tough year
  - 26 students this year, returning for work or retraining. Older students, and discussions are robust. Age differences are great.
  
- Offering courses in the Fall, to encourage the prerequisite courses
- BUS 101 in Fall, 217 in the Winter, and 218 in the Spring
- Planning guides need to be changed if the certificate changes
- These classes support graduation requirements in two departs and have a stake in this outcome.
- The committee supports this initiative. Sustainable Business classes is an important change and will keep curriculum fresh and current
- Beneficial classes in two quarters, then the third quarter, get students in and out quickly
- Start at beginning, then in the middle more beneficial
- We will proceed with this process
- Social Media Marketing Certificate, proposing change in one course, ENG 279 to Bus 248 (can't do one, without the other). Added to make the certificate more robust.
- English 279, Writing for New Media, will go away
- Digital Marketing, BUS 248, is what student need to proceed in certificate
- BUS 247, Social Media class, will add strategy for communication

**12:35 – 12:45 Online vs. Hybrid Challenges..... Irene**

- Bus classes in 90% enrolled
- Relationship market class, not a robust enrollment, ramping up this class
- 1 year online, some good came out of it, learned how to work online. Some students like the flexibility.

- Most classes are better taught in person, it's a better experience and richer learning
- Students like the online flexibility
- Building enrollment, goal 20-30% hybrid
- Offer more in person classes, more students may take them, data is still being looked at.
- Schedule – we're doing the best we can, adding classes
- Veterans – must have in person classes, this requirement was waved through

**12:45 – 12:50 Discussion: Enrollment – Outreach – Running Start .....All (Lucas)**

- Uptake in demand, hitting social media hard
- Running Start is increasing in its enrollments

**12:50 – 1:10 High School Program Updates.....Dan and Damon**

- Promoting Marketing 1&2
- No AP Economics
- No participation in DECA
- New instructor, has 17 years in Hospitality Industry
- Gaining more interest from Shore Crest High School
- We're updating standards
- Accounting is popular with students
- There will be a DECA competition, so it will be a plus to be back on campus
- Student Store – having some supply chain issue, good for the students to experience real life challenges
- Shorewood/SCC class
  - Marketing 1, year-long advertising
  - 2<sup>nd</sup> year, Management, Marketing, BUS Ethics, Project Management, Accounting, and no prerequisites
  - We are encouraging students to take Economics, big demand and it feeds into the SCC Program
- The Social Media Pathway is a big draw for dual credit articulation
- Need to use and package prerequisites
- Articulation agreement – Marketing and taking DECA (receive credit for Principles of Marketing).
- Need to promote programs. Be proactive by talking with Marketing and Communications at SCC

**1:10 – 1:24 Updates from the College .....Lucas**

- Interactive discussion
- Enrollment college wide down over last 18 months, adapted to remote learning
- Some colleges are down by 30%, jobs and programs cut
- SCC budget same as last year, adds flexibility for planning and hiring
- A lot of variables, during a recession, colleges usually fill-up and retrain students. We are going through a downward decline, paired with health

crisis. In 2022 there will be an influx of students wanting a short-term certificate, in Marketing and Business

- Business information will launch in next year, this is new and exciting
- Next year plan, to develop some embedded certificates, stackable certificates, 15 and 45 credits in an expert area is empowering
- Over 20% in person opportunities and rising to 30% in person class, if we can't respond then we lose enrollments
- Looking at budget analysis, and the long-term tracking of graduates
- Need to track students better, and their majors
- Hybrid versus in person, online classes will change to hybrid structure (we need to change as the VA requires change). We need to reflect the need. We will open new sections as the need arises.
- Down 17%, it could be worse (posed for a rebound)
- Running start is still growing with the online courses, even pre-pandemic
- 2022 outreach and marketing - restructuring, campaign being built, and proposal for DECA
- Marketing outreach - build awareness, build career paths.
- Long term, next year - campaign, connect to employers. Emphasis on contract training, small employers that support small business
- Raising awareness. What do you want to sign up for? Navigators will help to fill-out forms. We'll add these events in the Springtime
- Online market-place- exposes students to everything
- Articulation agreement on track with supporting and creating agreements, seeing that pathway for students.
- CWU- online has a strong agreement. This is important for next year.
- BCS Division will have new teammates: job clusters, business information, supply chain is healthy
- AA4 and Assoc Dean hire is my day to day focus now.
- College- special board meeting to announce our new interim President Steve Hanson. Phillip King, will move back to VP, Guy Hamilton to STEM
- Just waiting for enrollment to pick up
- How recession effected the residential students, trends, capacity at 30% resident last year, capacity at 60% this year
  - International students, on the rise in the dorm
- DECA – Associate faculty, Cynthia Grace, is heading up and carrying it. We'll figure it out, as it is DECA time. SCC isn't allowing non-essential travel, everything online. No regional conference this year, do to travel restrictions. High school – still navigating field trip regulations, only staff allowed, no travel allowed. Hopefully this will open-up soon for big competitions

1:24

**Meeting Adjourned ..... Beth**

- Next meeting January or February.

