



## Business Administration Advisory Committee

Wednesday, December 2, 2020

1:30 – 3:00 p.m.

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

### MINUTES

**Advisors Present:** Jennifer Berry, Shoreline School District  
Beth Braun, Alumna  
Kevin Conefry, First Choice Health  
Damon Oliveto, Shoreline School District  
Tim Sprangers, Orin Rice Recruiting  
Ryan Taylor, Gold Case Business Consulting, LLC  
Shelae Cheng, First Choice Health

**Staff Present:** Irene Ferrante, Faculty  
Lauren Hadley, Director of Employer Engagement  
Ailsa Kellam, Faculty  
Brigid Nulty, Acting Associate Dean of Business, Communication Studies,  
and Social Sciences  
Tim Wright, Acting Executive Dean of Business, Communication Studies,  
and Social Sciences

**Guest:** Dan Gallagher, Shoreline School District

**Welcome and Introductions:** Kevin welcomed the members and invited them to introduce themselves. Kevin also announced that this is his final meeting after seven years of volunteering for Shoreline Community College.

**Approval of Minutes:** The June 16, 2020 minutes were approved.

**Shoreline Updates:** Tim Wright gave several updates including the realignment of divisions that resulted in Business Administration moving under the Division of Business, Communication Studies, and Social Sciences.

The college is experiencing budget challenges for several reasons. An initial shortfall, budget impacts due to COVID-19 and a reduction in enrollment. The result being a budget reduction and the need to eliminate programs and some positions.

Brigid gave the committee an update on the Guided Pathways initiatives. This is a funded mandate from the state to create seamless and transparent steps for students to achieve their educational goals.

Tim shared that the college made the decision to move to remote operations early due to COVID-19 and will remain in remote operations through winter quarter and most likely through spring due to the uptick in cases. Some hands-on courses such as automotive, manufacturing, biotechnology and nursing have been able to come to campus for their hands-on instruction. The college also is offering online instruction asynchronously to support student's schedules and time zones.

The committee shared various comments about how online learning is preparing students for working remotely and examples of what different businesses are doing in response to remote work.

**Program Updates:** The marketing program updates that were recommended by the advisory committee have been taken to curriculum committee and approved.

Ailsa reviewed the results of the Learning Outcomes Assessment (LOA) exercise that was done in the spring with the committee. The committee provided feedback and discussion. Ailsa shared that the winter meeting will be dedicated to reviewing the findings of the BUS120 Principles of Marketing LOA project and the findings report of the Marketing Course LOA project and degree recommendations made by the committee in the spring of 2020.

**Advisory Committee:** With Kevin stepping down, Beth Braun has agreed to step in a lead the committee as chair moving forward.

Recruitment – two new members have joined the committee. Ailsa asked about membership and who else should be represented on the committee.

Beth suggested that someone to replace Kevin's experience with HR would be good on the committee and Kevin suggested someone in HR who works with a marketing company. Ryan suggested various industry representatives who work in marketing.

Lauren requested referrals from the committee, and she can follow-up for a one-on-one conversation about the work of the advisory committee. Tim encouraged membership that is reflective of the diversity of the community.

**Shoreline School District Update:** The district representative discussed how they have moved to online learning. The high school has moved to three classes a day covering one year of

instruction over the semester. Student engagement is difficult. Cameras are not required, and Chromebooks provided to the students have limited technical abilities.

Dan gave the committee an update on the articulation work that has been done between the high school and community college. CTE Dual Credit is an agreement that the high school course meets the learning requirements of the college and college credit is awarded.

**Scheduling and Adjourn:** The next meeting will be scheduled through Doodle. A poll will be sent in January 2021. The meeting adjourned at 2:50 p.m.