



Business Administration Advisory Committee

Tuesday February 22, 2022

10:00 – 11:30 a.m.

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

MINUTES

Advisors: Beth Braun, Starbucks
Shelae Cheng, First Choice Health
Tim Spranger, Orin Rice Staffing & Consulting
Karen Stash, Former CMO, VP of Global Product Management & Marketing
Ryan Taylor, gold Case Business Consulting, LLC

College Reps: Jessica Custis, Faculty
Irene Ferrante, Faculty
Lauren Hadley, Director of Workforce
Sharon Reedy, Associate Dean, Social Science, Business, and Communication
Lucas Rucks, Executive Dean, Social Science, Business, and Communication

Welcome and Introductions – Beth called the meeting to order and invited the attendees to introduce themselves.

Approval of Fall 2021 Meeting Minutes – the fall meeting minutes were approved.

Updates on Sustainable Business, Social Media Marketing Certificates – The Sustainable Business course revision and certificate that was discussed and recommended by the advisory committee was approved by curriculum committee.

Discussion Topics

- **DECA** – The college has had a very successful DECA program in the past and are working to rebuild the program. DECA is an important program providing leadership opportunities for students and is a recruitment tool for the program. The college is looking for a Coach and Organizer for the program to spend 3 – 5 hours per week September through April. Small stipends are available.
- **Outreach: High School Presentations** – Irene plans to work with Shoreline School District to do recruitment and outreach presentations in high school classrooms.

Enrollment/Updates from the College – Lucas reported that the college budget is balanced, but enrollment is down at the college compared to last year. Students have adjusted to online learning overall and overall prefer a hybrid model. 18 – 22-year-old students and running start enrollment is remaining low.

Lucas shared data from BUS 101 and BUS 105 and discussed completion rates and intervention opportunities of Non-Underrepresented, Underrepresented, International, and Unknown students. Annual FTE and Fill Rates were also reviewed.

Tim asked about students who go on to a four-year university from Shoreline. Lucas shared intent data on student plans after college and suggested this topic for a future meeting.

Ryan asked about the internship program at Shoreline and expressed the value of having work experience on a resume when applying for work after college.

Local Needs Assessment for Program Development –

- **What can the college do to improve student experiences in work-based learning? Work-based learning can include: internships, tours, classroom speakers, mock interviews, etc.**
- What value can the student add to the company. The difference between a small and large company. The value a student brings when they walk into an interview is higher when they have job experience from internships.
- Anything that simulates the business world adds strength to a candidate. Whether it is in an internship or simulated class experiences. “This is what I did.” vs. “This is what I learned.”
- Present students the topic of how to position yourself.
- Present students with the STAR method – situation, task, action, result
- Quantifiable experiences on a resume.
- Telling the story of where you contributed and what you can do.
- On-the-job training and creating the narrative of your skills.
- Show examples of work performed.
- Demonstrate that all work can be written from the perspective that this assignment can help to get you a job. Reminding students, they can save projects for their portfolio.
- <https://blog.flipsnack.com/digital-portfolio-students/>
- Are there industry certifications that can be added to the programs, or that students can earn outside of class.
- Examine the advising for students.
- Incorporating career planning in existing classes.
- A class or strategies to stay and move up in a company.
- Lucas asked about any changes in onboarding
 - Every company is doing things differently
 - Be mindful of the company culture

Meeting Adjourned - 11:30 a.m.