



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

Business Advisory Committee Meeting

(Combined Accounting, Business Administration, Business Technology)

Tuesday, May 14, 2013

2:00-4:00 p.m.

Board Room, 1000 Building

Minutes

Present: Tanis Yonkers, Ste. Michelle Wine Estates
Lisa Clarke, CEO, Rally Marketing Group
Ann Martin-Cummins, Budget Analyst 2, Shoreline Community College
Jeff Swanson, President, Swan Arts, Inc./DBA Plato's Closet
Sharon Wines, Confidential Asst/Sec. to the VP of Administrative Services, Shoreline CC

Shoreline Community College Administrators and Faculty

Gillian Lewis, Dean, HOPE & Business

Carla Hogan, Accounting Faculty

Dan King, Accounting Faculty

Stephen McCloskey, Business Faculty

David Starr, Business Faculty

Marcia Liaw, Business Technology Faculty

Karen Toreson, Business Technology Faculty

Fikru Diro, Program Specialist, Workfirst

Next Meeting: Tuesday, November 19, 2013, 2-4 p.m.

Welcome and Introductions

Tanis Yonkers called the meeting to order at 2 p.m. This meeting combined the members of the Accounting, Business Administration, and Business Technology Advisory Committees.

Approval of Minutes

Today's minutes will be taken by Dan King, Accounting Faculty. Faculty will take minutes, rotating by program.

Program Updates

Business Administration –David Starr reporting:

- At the DECA national conference this year, a very successful Shoreline team made it to nationals including 5 top finalists in marketing. Shoreline's Jana Hecla was 5th at nationals.
- Business will be adding another BUS 101, Introduction to Business face to face section this summer to accommodate international students expected.
- Business may bring back Principles of Management to serve as a capstone course for soft subjects possibly in Fall 2014.
- Laura Portolese-Dias will continue her leave of absence for 2013-14
- Business was processing an idea of working with the Clean Energy Degree program to develop a specialization for the Entrepreneurship degree in sustainable business

Business Technology –Marcia Liaw reporting:

- Enrollments are stable –an uptick in the number of degree seekers this year
- More online sections are demanded, fewer face to face
- IBest (ESL and ABE) is now a 3 quarter program
- More internship opportunities are needed, an oncampus director of internships would be helpful
- BusTc is not moving to Windows 8 or Office 2013 this year
- Most companies are moving slowly to these MS upgrades, BusTc will follow likely in Fall 2014

Accounting –Dan King reporting:

- Carla Hogan is retiring -everyone is sorry to see her leave but we all wish her all the best in her retirement.
- A screening committee is working on her replacement
- Enrollments are stable with a slight decline in prof-tech this year

Program Specifics

A lengthy discussion involving the MS Office courses in the curriculum included:

- Marcia and Karen reported many older students, new to computer technology, struggled with the MS Office course BusTc 105 because it has such a broad coverage.

They suggested that placing these students in Beginning Keyboarding or MS Word – BusTc 128 was a more logical path for them to acquire computer management skills needed to be successful in more intense software courses.

- Lisa Clarke mentioned that a minimum skill level in the entire MS Office suite was a must in the job market.
- Jeff Swanson mentioned that Excel is a must, but students should also know Word and Powerpoint.
- Tanis Yonkers mentioned that Excel is a must.
- Marcia suggested taking BusTc 170 –Access and BusTc 105 –MS Office out of the Accounting degree program and replacing them with BusTc -150 –Excel and BusTc 128 – Word.

A discussion of industry involvement in community college curriculum development was initiated by David Starr and included:

- A mention that the industry association, Western Association of Food Chains (WAFC), has developed an 8 class community college certificate program to update managers' skills.
- The program includes business and accounting merged in a single course with an emphasis on face to face delivery because developers of the program want students to meet and interact with others in the program. The developers want the option of different modalities ... online and face to face. Kroger –QFC and Fred Meyer are local participants.
- The program is often delivered on location rather than at a community college campus.
- Shoreline Business faculty recently brought their Retail Management degree certificate through Curriculum Committee changing the title of Bus 104 to Human Resource Management to help that certificate qualify for WAFC endorsement.

A discussion of Career Navigator followed prompted by a question from David Starr asking when/if more grant money was available for that program.

- Fikru Diro updated the committee on what could be done with job mentoring and placement if more resources could be dedicated to that activity at Shoreline.
- Fikru mentioned that Shoreline was not applying for federal grant money in that area.

- General discussion followed and Shoreline's federal grant writer, Brandon Rogers, was mentioned as a possible resource for funds.

Next Meeting

The next advisory committee meeting will be on Tuesday, November 19, 2013 from 2-4 p.m.

Adjournment

The meeting adjourned at about 3:55 p.m.

Notes taken by Dan King, Accounting