Business Advisory Committee Meeting

Accounting, Business Administration, and Business Technology

Thursday, October 15, 2015

12:30-2:30 p.m.

Shoreline Community College, Room 1000

Present: **Industry Representatives**

Lisa Clarke, CEO, Rally Marketing Group

Brian Doennebrink, Community Transit, Seattle Community College

Shoreline Community College Administrators and Faculty

Brad Fader, Accounting Faculty

Gail Dalton, Business Technology Faculty

Dan Fey, Dean, Workforce Education and Continuing Education

Ailsa Kellam, Business Faculty

Dan King, Accounting Faculty

Stephen McCloskey, Business Faculty

Ray Spizman, Business Technology Faculty

Davirr, Business Faculty

Guests:

DeLaine Tyner, Administrative Assistant to Dan Fey

Atsuko Donovan, Business Technology Instructional Aide

Next Meeting: Thursday, January 14, 2015, 12:30 – 2:00 p.m. (lunch to be provided), Room 1000

Welcome and Introductions

In lieu of a Chair for the Committee, Gail Dalton, Faculty BUSTC, called the meeting to order at 1:00 p.m.; welcomed everyone; everyone introduced him/herself. Lisa Clarke agree to serve as Chair for the rest of this meeting.

Approval of Minutes

Minutes were approved with the following revision: The DECA National Conference was held in Orlando, Florida, and not in Washington, D.C.

(**MOTION**: Brad/Lisa). Minutes were taken by Gail Dalton.

Election of Chair

No member offered to serve as permanent chair, so this item was tabled for further discussion at another meeting.

Committee Membership, Governance, and Roles/Responsibilities

Dan Fey, Dean of Professional/Technical Programs, gave the committee an overview of its role and responsibilities as requested. Dan was the "keynote" speaker for this meeting.

The following is an abbreviated description of Dan's presentation:

- The State of Washington mandates that each Professional/Technical Program at the Community Colleges have an advisory committee
    - The purpose of the advisory committee is to: 1) ensure that the programs are high quality and meeting the students' needs; 2) ensure that curriculum is aligned with the needs of the industries; and 3) make sure the program prepares students for the workforce.
- The functionality of the committee is: 1) members are appointed for (rotating) 1-2-3 year terms; 2) the committee will meet at least two times per year; and 3) any member who does not show up for at least 50%, (or one), meeting per year will automatically be removed from the committee.
- The duties of the committee include: 1) make sure the curriculum creates career pathways for students; 2) assist with the purchase of equipment for the program, ensuring that all equipment used is current within industry standards; 3) review instructional quality and delivery to ensure it is up to date as per industry standards; and 4) assist with student employment—both as paid/non-paid interns, and ultimately, as permanent employees.
- Dan commented that the current, but outdated, list of members would be the "perfect" advisory committee; however, currently, the committee has more faculty/staff members attend meetings than they have business representatives.
- Dan suggested that we can engage people better if we have specific tasks for them. Dan suggests that faculty put together a "work plan" that would assist in the recruitment of new members.
- Dan would like his staff to send a letter to the members on the roster to see who is still interested in serving. Those who are not should be dropped immediately.

Discussion followed.

David Starr mentioned that before we combined all the Business Programs, he used to recruit former students to serve. The committee was given "assignments" to review a certain cluster of courses within the degree and/or certificate program to see if they were meeting the needs of the students and the industries. He suggested that we should be looking at job ads to determine which skills sets are required, and make sure the appropriate program includes these skill sets.

He also stated that sometimes programs have DACUM—which are program reviews moderated by outside consultants. David recommended that this committee would actually be in a better position to conduct program reviews once we had a solid membership that represented all aspects of our programs. For example, there should be both a public and a private accountant member.

Shoreline is currently focused on assessment—a form of program review. This is being done at the course level, as well as the program level. The Music Program is the first to be reviewed at the course level. Bayta Maring recently asked for proposals for course reviews. Gail Dalton submitted one for the keyboarding series in Business Technology.

Lisa Clarke serves as Chair of the Board of Directors of the United Way of Snohomish County. She suggested that we need to "sell" the committee to prospective members. In order to do so, however, the roles and tasks of the committee members need to be made clear to the prospects. A handout or flyer would be helpful.

Dan Fey suggested that he heard three basic tasks for prospective committee members in our discussion, as follows:

1. Curriculum-design, development, currency, and relativity for students
2. Development of a sustainable business program
3. Internship/Work Experience opportunities for our students

Dan Fey proposed the following work plan:

1. Clean up the roster (his staff)
2. Identify key work areas for the committee members—as per above
3. Develop a one-page "Scope of Tasks" to use for recruitment purposes
4. Divide the work of the "Scope of Tasks" as follows:
    a. Curriculum tasks—David Starr
    b. Development of sustainable business programs—Steve McCloskey
    c. Internship/Work Experience—Gail Dalton

Once this is developed, we will send it out to the committee members for input. There was no specific date given for the completion of this project, but it was suggested that it should be done before the end of Fall Quarter. That way, committee members can review and comment prior to our next meeting in January.

Program Updates

Accounting – Dan King reporting:

- All is going well with the program. One associate faculty, (Matt Lothyan), has been hired to teach two courses on campus. Enrollment is solid.

Business Administration –Ailsa Kellam reporting:

- Ailsa announced the development of two new online Business Short-term Certificates in Social Media. The courses will be taught for the first time Winter Quarter, 2016 as Special Projects. They will then go through the formal curriculum process with an MCO (Master Course Outline).

- Ailsa looked at why students drop classes, and found that it is mostly due to family matters. SCC now has an Early Alert System with success coaches to assist in keeping these students enrolled and engaged.

- Currently, DECA has over 30 students. The usual number is 20, so it has grown. Ailsa now serves as the State Advisor for DECA. The competitions this year are in Leavenworth, WA; Spokane, WA; and Washington, D.C. Kyle Winslow, adjunct faculty member in Business, also serves as a DECA advisor.

Business Technology –Gail Dalton reporting:

- Gail reminded the committee that the Outlook course is almost ready to be offered as a Special Topic in winter, 2016. LJ Bothell, adjunct faculty, will be teaching this course.

- Gail reintroduced Ray Spizman who has taken the temporary one-year position vacated when Marcia Liaw retired. We are hoping to get the permanent position, (full-time, tenure track), approved for hire this year.

- A proposal was made to the assessment group, Bayta Maring, to relook at the keyboarding sequence of the BUSTC Program. We are waiting to hear if we were accepted.

- Gail will be attending the Quality Matters conference at the end of October in San Antonio. Gail has one course certified, and hopes to get most all of the Business Technology courses certified as QM courses.

Other:

Lisa Clarke suggested that we stay engaged, and would like to schedule a meeting before next spring. January was suggested.

Next Meeting:

Thursday, January 14, 2015, 12:30 -2:30 pm. Room 1000. Lunch will be served.

Adjournment

The meeting was adjourned at 2:25 p.m. by Acting Chair, Lisa Clarke.

Respectfully submitted,

Gail Dalton, Instructor
Business Technology