



## Shoreline Community College

16101 Greenwood Avenue North  
Shoreline, WA 98133

### Business Advisory Committee Meeting (combined Accounting, Business Administration, Business Technology)

Tuesday, November 13, 2012

2:00 – 4:00 pm

Room 1402, 1400 Bldg.

### Minutes

#### Attendance:

Lisa Clarke (CEO, Rally Marketing Group), Jeff Swanson (Owner, Plato's Closet), Tanis Yonkers (CPA, Ste. Michelle Wine Estates),

#### Faculty/Staff Attendance:

Brandon Rogers (Shoreline Grant Writer), Fikru Diro (Workforce Education), Stephen McCloskey (Faculty, Bus Admin), David Starr (Faculty, Bus Admin), Marcia Liaw (Faculty, Business Technology), Karen Toreson (Faculty, Business Technology), Carla Hogan (Accounting), Ann Martin-Cummins (Budget, Internal Control)

#### Welcome and Introductions

Initiated by David Starr.

#### Approval of 5/1/12 Minutes

Motion by Lisa Clarke. Second by Jeff Swanson. Minutes approved unanimously.

#### Election of Chair

Tanis Yonkers volunteered to chair the meeting.

#### Program Updates

##### Business (BUS) Program Update

David Starr mentioned continuation of relationship and progress with Western Association of Food Chains to develop core curriculum for one year retail management certificate. Also discussed was the name change of BUS 250 ("Supervision") to "Human Resources Management" based on prior advisory committee suggestion. He indicated that the College's process included obtaining approval of the name change and thereafter proceeding with approval of the certificate.

David also described efforts to create a short term certificate in project management. We currently have three courses in this field but are only teaching one (Instructor, Carl Adams). Carl also suggested removing "MS Project" from the course description since while it is used in the course he felt that it should not be perceived as the focus or core of the course. The committee concurred with this view.

Both Stephen McCloskey and David Starr summarized the FOLC Fall DECA conference and DECA in general. Stephen McCloskey summarized student successes and the fact that 1 of SCC's students was on

the winning team at FOLC. DECA's Northwest Regional competition/conference will occur in February, 2013.

### **Accounting (ACCTG) Program Update**

Carla Hogan mentioned that Dan King has created a website (<http://sccaccounting.webs.com/>) that SCC Accounting students can use to learn about professional certification to enhance their accounting practice skills and employability. Specifically, they can discover information regarding a position as a certified bookkeeper, QuickBooks certification and certification as a registered tax return preparer.

The website also enables students to join several professional organizations as a means of keeping up with the industry and improving networking skills.

Accounting has also just successfully completed a lengthy program review as part of accreditation.

### **Business Technology (BUSTC) Program Update**

Marcia Liaw explained that students in BUSTC come from a wide range of backgrounds. For example, the CEO program caters to at-risk youth ages 16-19 with the primary goal being to help this population obtain their high school diploma. Marcia touted faculty member Barbara Snow's record of getting 80% of her students to finish where only 50% typically had finished in the past.

The IBEST program is another program served by BUSTC and this program consists primarily of returning adult students and English as a second language (ESL) students with the goal of getting this population employed. It was decided that after two quarters in the program these students were still not typically employable. So, there is work being done to develop a 36-credit curriculum that would ensure greater employment success.

Marcia posed a question to the advisory committee whether or not they thought that graduates should be adept at Windows 8.0 software. Aside from the largest cutting edge companies that may wish to have the latest and the best, the committee unanimously stated that they believed that the majority of small-medium businesses would not use Windows 8.0 or require proficiency in it at this time. Amongst advisory committee members, only Lisa Clarke's company, Rally Marketing, has thus far migrated to Windows 8.0.

Marcia stated that most of BUSTC's graduates do not go on to obtain four-year degrees since prof-tech degrees don't transfer well. Accordingly, it is looking into developing relationships with four-year institutions where SCC students need only take a few additional courses in order to gain admittance into those schools. One such school is Central Washington University which now accepts SCC BUSTC students into its Information Technology/Administration Management degree program.

It was suggested that BUSTC also look into Fairhaven College (at W. WA Univ. campus) as a potential partner in this regard.

### **Committee Discussion**

Brandon Rogers spoke about federal programs and the potential for grants. He mentioned that in "Round 2" of funding at the federal level there was \$1 billion granted to community and technical colleges (with strict requirements) and that Shoreline received funds during this Round for "manufacturing." A consortium of colleges also received funds for retail/business management in the food industry.

Brandon was asked if there might be funding for an “employment navigator” (business internship facilitator) and he said that possibly during Round 3 (if there is a Round 3) of funding there might be such funds available but that they stand a greater chance of being approved if there are multi-state partnerships (a consortium of colleges) involved and, particularly, if “underrepresented” states (those that have not received such funding in the past)-- such as Idaho, get drawn into the grant request.

Brandon continued to state that it takes about 6-8 months to a year for the grant process to actually result in funding. So, it should be considered a long-term strategy but he would be willing to work with us to get a grant proposal submitted.

Dan King’s connections with Western Washington University’s accounting department and David Starr’s contact with Idaho colleges were discussed. Brandon stated that he needed contact information from the “connections” in order to get the ball rolling.

Discussion ensued regarding internships in general and the use of interns in respective businesses. Jeff Swanson mentioned that he often successfully used interns, particularly, those who were DECA students. Lisa Clarke echoed Jeff’s comments in the context of her business.

The topic then changed to the skill gap between what industry needs and what graduates have to offer. Fikru said that in Washington alone over 60,000 jobs have not been fulfilled because of this skill gap. Boeing is now starting training from high school age up to help resolve this problem.

In response, Lisa mentioned that often a job applicant has an impeccable resume but the real problem is their personality and lack of interpersonal skills. Many of her newly hired people with great resumes have ended up being terminated so that they now rely almost exclusively on internal recommendations/references for new hires.

#### **Other**

Carla finished off the discussion by asking for accounting purposes whether or not the committee recommended Peachtree or QuickBooks software as a basic accounting tool. Both Jeff and Lisa promptly stated that QuickBooks is what transfers best to the vast majority of business platforms and therefore its use should be emphasized.

**Next Meeting** (scheduled for Tuesday May 14, 2013, again at 2:00-4:00 p.m.)

**Adjournment** at 3:40 p.m.