



**Shoreline Community College**

16101 Greenwood Avenue North  
Shoreline, WA 98133

## **Business Advisory Committee Meeting**

(Combined Accounting, Business Administration, Business Technology)

Tuesday, May 1 2012

2:00-4:00 p.m.

Shoreline Community College, Room 1402

**Present:** Lisa Clarke, Rally Marketing Group  
Marie Cook, Labor Representative  
Chad Hovde, Evergreen Energy SVC  
Brandon Lindsey, Program Coordinator, Shoreline Goodwill Job Training & Ed  
Jan Manfredini, Manfredini & Barnfather, PS  
Huy D. Nguyen, 7373 Operations Business Mgmt., The Boeing Company  
Sharon Wines, Confidential Asst/Sec. to the VP of Administrative Services, Shoreline CC

Shoreline Community College Administrators and Faculty:

David Cunningham, Dean, Workforce Educations, SCC  
Gillian Lewis, Dean, HOPE & Business  
Carla Hogan, Accounting Faculty  
Stephen McCloskey, Business Faculty  
Laura Portolese Dias, Business Faculty  
David Starr, Business Faculty  
Karen Toreson, Business Technology Faculty

**Next Meeting: Tuesday, November 16, 2012, 2-4 p.m., Room 1402**

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### **Welcome and Introductions**

Chairperson Sharon Wines called the meeting to order at 2 p.m. This is the second meeting of the combined members of the Accounting, Business Administration, and Business Technology Advisory Committees.

### **Approval of Minutes**

The minutes were approved. Today's minutes will be taken by Carla Hogan Accounting Faculty. Faculty will take minutes, rotating by program.

## **Program Updates**

### **Business Administration**

Laura Portolese Dias reported that the MBA Certificate has been approved by the Curriculum Committee and we be offered beginning Fall Quarter 21012.

The Business Online degree has been approved by the Curriculum Committee and is currently going through the Washington State approval process.

David Starr reported that a Certificate in Retail Marketing has been approved by the Curriculum Committee. This certificate was developed in conjunction with the Western Association of Food Chains. The grocery industry recognized that many students work part-time during the school years and continue on as full-time employees, many of whom are promoted to management. The certificate covers the 10 area the association identified as required skills for these employees.

David also reported that the Project Management Certificate has been approved by Curriculum Committee. Due to the elimination of the CIS, Computer Information Systems, program the Project Management class, CIS 180 and been renumbered to BUS 180. This is a core class for the Project Management Certificate. No change to the course content.

Steve McCloskey reported that Social Media and Marketing was offered this past fall quarter. Curriculum is being developed for a second course.

Steve reported on Shoreline's successful representation at DECA's national conference. 13 students received recognition as National Proficiency. Three in international marketing were finalists. Demi Hall was elected Regional Vice President. This is the first Shoreline student to hold a national position since the 1990's

### **Business Technology**

Karen Toreson shared that CIS 105 is in the process of changing to BusTc 105. The program has re-numbered courses to represent a logical numbering sequence.

Shoreline's Business Technology sponsored a no host Work A Like with Green River, Edmonds, Seattle Central and Bellevue College. This activity provides an opportunity to share information related to program enrollments and curriculum developments. Other colleges are considering whether to offer a course in social media. Bellevue College will begin using Canvas as their Learning Management System (LMS) for all of their online offerings.

### **Accounting**

Carla Hogan reported the Accounting Program had completed the external review. She thanked the Accounting Advisory members who participated in the advisory members' survey, which was part of the review. Some valuable information was developed through the review process. The consultant felt that graduates of the program needed training in social media skills. This will be part of a discussion later in the meeting.

## Program Specifics

David Starr asked the committee members to review the existing 15 credit International Trade certificate and the proposed 30 credit certificate. Laura Portolese Dias asked why BUS& 101, Introduction to Business, would no longer be a requirement in the certificate. David Starr responded because the course is a survey course. Steve McCloskey suggested BUS 208, Sustainable Marketing, be included instead of BUS 120, Principles of Marketing. Gillian Lewis suggest the faculty may need to discuss curriculum a bit more. A discussion at the previous meeting determined that a DACUM should be held to determine the needs of industry. Since the DACUM has not occurred David asked for input from those present. David Cunningham asked for the job titles that this certificate would prepare students. Import/Export manager was suggested. Since a DACUM will not be held it was suggested to survey organizations such as the Port of Seattle and The Boeing Company. Huy Nguyen said Boeing hires individuals with BA in Finance as procurement agents, who could probably benefit from this certificate. Program faculty members will do more research and present the revised certificate at the next meeting.

Laura Portolese Dias led a discussion on the course mix for the AAAS General Business Degree. Carla Hogan explained why Accounting 201 and 203 were the identified accounting courses for this degree. The content of BA250, Essentials of Supervision was explained and Laura asked if the name was appropriate. The committee suggested replacing Supervision with Leadership or Management.

There was an extensive discussion on what is meant by social media and how and where it should be included in the curriculum. There was discussion as to the breadth of the eCommerce course and whether a second could eBusiness of Social Media should be developed and included in the degree. Lisa Clarke recommend the course not be developed around specific tools, so that the course content could be modified as new tools become prevalent in industry. If a new course is added, what course should be eliminated. It was suggested that an eBusiness and a social media class be added into the curriculum. In response to a question on why two marketing courses are needed, David explained the two marketing classes, BA120, Principles of Marketing and BUS135 Retail Marketing. The first is the principles course and the second in the application course and it was mentioned this is a high level college course. Chad Hovde and Brandon Lindsey both noted that the current degree is well balanced.

There was an extended discussion as to the need for CIS 105, Computer Applications, including: Windows, Word, Access, Excel and PowerPoint. The discussion hinged on the necessity of a survey course or the need for advanced skills in the above applications, including PowerPoint. It was suggested the advanced skills could be embedded in existing courses. The discussion

revolved around the existing skills of the students entering the program. It was suggested that CIS 105 (BusTc 105) might be a prerequisite.

Marie Cook suggested an internship as part of the degree. David Starr told the committee of the Outward Bound event held this winter. Boeing, QFC, Fred Meyer, UPS, Port of Seattle and REI participated. All companies plan to participate next year. It was suggested that mid-sized firms are good candidates for internship placement. Small firms do not have the staff to supervise an intern.

David Starr said the program was going to recommend to the Dean of Work Force to support a 50% position dedicated to setting up internships. This position existed at the college many years ago.

### **Next Meeting**

The next advisory committee meeting will be on Tuesday, November 16, 2011, from 2-4 p.m.

### **Adjournment**

The meeting adjourned at about 3:45 p.m.

Notes taken by Carla Hogan, Accounting Faculty