



## Accounting Advisory Committee

Friday, June 9, 2023

10:30 – 12:00 p.m.

Via Zoom

### MINUTES

- Attendees:** Suzan Shayler, Financial Advisor, Edward Jones  
Kendyl Prosser, Audit Manager, I&CSD Leadership at Deloitte  
Janelle vonBirgelen Fallin, Senior Manager Internal Audit and Financial Advisory Consulting, Protiviti  
Isaiah Crowson, Customer Service Supervisor, HomeStreet Bank
- Staff:** Dan King, Accounting Faculty, Shoreline Community College  
Lucas Rucks, Executive Dean of Business, Comm. Studies, and Social Sciences  
Shanon Reedy, Associate Dean of Business, Comm. Studies, and Social Sciences  
Kara Haney, Secretary Senior of Business, Comm. Studies, and Social Sciences

#### Welcome and Introductions

#### Approval of Winter 2023 Meeting Minutes

#### Shoreline Update.....Lucas

- Ransomware attack in April. College is slowly coming back online  
Lost a lot of files and data, missing access to accounts, etc.
- Enrollment is up this year
- Outreach programs have resulted in younger demographic (18-22) showing more interest in the college
- High turnover this quarter. 4 retirements, many executive positions recently vacated.  
Lucas Rucks – VP of Instruction until January 2024  
Shanon Reedy – Exec. Dean of BCS until January 2024
- Contract training, specified needs, etc. coming back
- Scheduling: Return to in-person requirements for Veterans and International Students. Need to take at least 25% and 50% of classes in-person, respectively

#### Recruitment summary - Discover Your Path in Business.....Dan

- Committee previously recommended open houses for recruitment. Business Department was able to host a successful recruiting event

- Many Running Start students
- Hopefully will set the stage to continue doing these events more often, both in-person and online

**Discussion - How to reduce the drop out rate in the Accounting Program.....All**

- Dan: Seeing a severe increase in drop-out rate in Accounting classes  
In the past: 1-2 out of 30 students  
Now: 6-7 out of 30 students
- Wants to build out text system. More success in encouraging them to come to class  
Mass-texting to students is still a work-in progress  
Shoreline has an early alert system where faculty can report out that students aren't showing up
- Janelle: Do we know if this is just Accounting?  
Dan: Looks like it's across the board, but not hard statistics  
Kendyl: are they just dropping out, or switching to another program? Do we know where they're going?  
Not sure: not enough information
- Dan: If we interviewed and spent more time with students on the way in, we could do more individual advising to advise them which course they are prepared to take  
Kendyl: Do students meet with a counselor when they come in?  
Dan: We have their previous coursework, but not motivation in taking Accounting. Possibly the missing piece
- Suzan: What happens to the people who sign up for a class without reaching out  
Shanon: Students don't have to talk to anyone. High percentage of students don't talk to an advisor, at community colleges in general  
We have a new CRM tool called Starfish. Slowly working on access  
Restructuring advising at college. A 2-3 year plan, so doesn't necessarily help us now
- Kendyl: Could you put something when a student signs up for a class where they have to fill out their academic interests, plan, etc.  
Shanon: Can't do it in ctclink. Rigid system that applies to all colleges  
Students are required to fill out major info in ctclink  
Kendyl: You could do a poll for attendance at the very beginning of course.  
"Who wants to do this, who is here for ACCT, who is doing this for fun" – three major questions to identify why students are there and also takes attendance
- Shanon: Lots of International Students in Accounting. Could reach out to International Education advisors, since this information could be helpful in helping students

**Meeting Adjourned**