



# BIDA Advisory Committee

Thursday, October 19, 2023

6:00 – 7:00p

Shoreline Campus | Main Dining Room 9215

## MINUTES

- Attendees:** Sara Lane, Administrative Services Director, City of Shoreline  
Andrea Bowers, Director of Marketing Analytics, University of Washington  
Tamara Lessley, Utelligent
- Staff:** Jessica Custis, Business Program Faculty, Shoreline Community College  
Kara Haney, Secretary Senior of Business, Comm. Studies, and Social Sciences

**Spring Meeting Minute Approval**.....All

- Spring Minutes Approved.

**Committee Logistics Discussion** .....Tammy Lessley/Jessica Custis

- We will be welcoming a new committee member, Babette Siebold.
- The committee began reviewing the advisory handbook.
- Jessica asked the committee to review the advisory committee involvement indicators rubric on p. 11 – p. 13 and prepare to discuss it at our next meeting in Winter.
- Jessica also asked the committee to look at any focus areas that committee members want to learn about.
- Jessica discussed the new direction of the committee. Now that the program is live, we want the committee to focus on mentorship, internship development, and networking. There was an enthusiastic response to this by the committee, and Jessica will begin connecting students to committee members during the Fall and winter quarters.
- The committee discussed the importance of having an in-person meeting once per year while having the other meetings via Zoom. The committee agreed to discuss this further in spring.

**BIDA Program Updates** .....Dr. Jessica Custis

- Jessica Custis updated the committee on the enrollment issues we are having in the program. Currently, we have 6 (six) students enrolled in the program.
- SCC is looking into creative ways to bring up enrollment. This includes moving BIDA to a cohort model. Jessica will talk more about this (pros and cons) at the Winter meeting.

- SCC is also looking to launch 15 (fifteen), 30 (thirty), and 45 (forty-five) credit certificates in the Fall of 2024. Jessica will present this at the Winter meeting. Jessica suggested we start with the launch of a 15-credit certificate.
- Jessica reminded the committee to share the BIDA marketing video with their networks: <https://www.youtube.com/watch?v=YJAnalquFil>
- Staffing is full for BIDA courses.
- Jessica reported that we are scheduled for our first Q&A BIDA Session on October 26. We will look to do this meeting every quarter.

**Q&A.....All**

- Question about the timing of the meeting. For 2024, the committee will meet three times: Fall, Winter, and Spring Quarters.

**Miscellaneous.....All**

- No Dean's report at this meeting.

**Schedule Next Meeting.....All**

- January 30, 4:00-5:30p