



Business Technology/  
Business Intelligence and Data Analytics  
Advisory Committee  
Tuesday, November 29, 2022  
2:00 – 3:30 p.m.  
Via Zoom

**MEETING MINUTES**

- Chair:** Tammy Lessley, Senior B1 Developer, Expedia
- Advisors:** Eric Salzer, PEMCO  
Joe Skokan, Program Manager, Microsoft  
Sara Lane, Administrative Services Director, City of Shoreline
- Staff:** Lucas Rucks, Executive Dean of Business, Communication Studies, and Social Sciences  
Shanon Reedy, Assistant Dean of Business, Communication Studies, and Social Sciences  
Lauren Hadley, Director of Workforce  
Jessica Custis, Business faculty  
Irene Ferrante, Business faculty  
Jonathan Molinaro (I-BEST)  
Mary Lockman (I-BEST)
- Minutes:** Kara Haney, Secretary Senior of Business, Communication Studies, and Social Sciences

2:00 – 2:05 **Welcome and Introductions, Roles**.....Tammy

- Tammy began the meeting
- Everyone was introduced

2:05 – 2:10 **I-BEST Expansion**.....Jonathan, Mary

- Jonathan shared [I-BEST Expansion PowerPoint](#)
  - o Exploring new I-BEST pathway within BIDA/Business Admin
- Jonathan shared the [I-BEST survey](#) for advisors to provide feedback and industry input
- Discussed what I-BEST entails, new I-BEST certificate that involves BUS courses leading into 5 professional-technical pathways

- o Embedded certificate that enables students to not lose time away from their main educational goal
- Skills are referring to broader skill groups, not specific (“leadership” “computer applications” “project management” etc.)
  - o In providing feedback, it can be helpful to specify a desired skillset in your industry (“interpersonal communication” to “email communication,” etc.)

2:15 – 2:20 **Discuss Committee Name Change**.....Tammy

- Committee decided to change the name of the advisory committee from BusTech to BIDA
- Minutes from November 2021 meeting were approved

2:20 – 2:30 **Re-Introduce BIDA Program**.....Jessica

- First new certificate program Shoreline has launched in 10 years. Approved in September
- Jessica shared [PowerPoint](#) and talked about the [BIDA program](#)
- Sample schedule is 94 credits
  - o Skills in project management, data analytics, public speaking, etc. An all-around package

2:30 – 2:45 **Talk About Marketing Activities to Date**.....Jessica

- Program is being launched and marketing is underway; new [flyer](#) was just sent out
- Looking for people who want to teach Data Analytics, Business Intelligence, etc.
- Jessica has advised 13 students so far, 1 who said they would declare it as their major
  - o Aim right now is to get everything kicked off and increase enrollment
- Any advisors willing to speak on opportunities for positions, etc. In the marketing video are welcome to get involved
- Tammy asked if job descriptions for teaching roles are readily available?
  - o Jessica can get those posted and send them along

2:45 – 3:10 **Exploring Internships**.....Shanon, Lucas

- For many students internships, projects, job shadowing, mentorships, etc. are critical to get job opportunities
  - o Looking at ways to get these experiences for different populations on students, including those who have established jobs and don’t necessarily have time for additional part-time work
- Internships often geared towards 4-year university students
- Eric suggested that mentorship programs could address a lot of these concerns
- Multiverse offers year-long apprenticeships in tech companies; high success rates
  - o Branching out into the States, and current limited opportunities but expanding. Students 18-26 years old can get put into a pool for open positions
- Joe mentioned an established internship program at Microsoft; internships, aspire-to-hire (hiring upon graduation). 4-year degrees are seen as more competitive than 2-year degrees
  - o Joe: Still, increasingly industries are acknowledging the value of a 2-year degree and those who lack a 4-year degree
  - o Sara: At City of Shoreline, experience and education are equivalent. Explicitly to address equity issue. 4-year degrees are increasingly not required.

- o No internships at COS, but Sara will make them aware. Unpaid internships and mentorship roles are available, however, and potential for students to do projects.

3:10 – 3:25 **Q&A**.....All

- Anything that might be going on related to BIDA around the college?
- DECA development at Shoreline is underway; great opportunity to segue students into Business programs

3:25 – 3:30 **Schedule Next Meeting**.....Tammy

- Decided to hold next meeting Tuesday, March 14, 2023 at 2:00p – 3:30p

3:30 **Meeting Adjournment**.....Tammy

- Kara will send out meeting materials
- Tammy adjourned the meeting