



BIDA Advisory Committee

Tuesday, March 14, 2023

2:00 – 3:30p

Via Zoom

MINUTES

- Attendees:** Sara Lane, Administrative Services Director, City of Shoreline
Andrea Bowers, Director of Marketing Analytics, University of Washington
Eric Salzer, PEMCO
- Staff:** Jessica Custis, Business Program Faculty, Shoreline Community College
Irene Ferrante, Business Program 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

Fall Meeting Minutes Approval.....All

- No quorum. Kara will arrange minutes approval via email.

I-BEST Introduction & Survey.....Jonathan Molinaro

- Jonathan provided [feedback form](#) for naming the I-BEST certificate
Key words to include in the title? Program and industry relevant?
Encouraged sharing with other faculty, industry members, etc.
- I-BEST is a 2-quarter long certificate. Courses will be structured as “___ with Support” (BUS& 101 with Support, etc.) and co-taught
Support faculty will help students with reading, writing, math, etc. Instructor will teach course content
- Classes and programs involved in the I-BEST certificate are listed in the feedback form

The Big Event.....Irene Ferrante

- May 17, 3:00-5:00p
Repeat of a successful pre-Covid advising event at Shoreline. Rebranded to focus on student recruitment into Business programs with a speaker, faculty, etc.
- Shanon is working on a flyer

General BIDA & Marketing Activities Update.....Dr. Jessica Custis

- The BIDA marketing video is complete: <https://www.youtube.com/watch?v=YJAnalquFil>
- Staffing is full for BIDA courses
- Jessica considering regular Business program Q&A/meet-up for recruitment
Ex. Every first Tuesday of the month from 2-3p
- Welcome, Andrea!
- Committee discussed outreach to running start students and transferability of credits to 4-year programs.
High school students are a target for recruitment.
Articulation agreements with Bellevue College being drafted. As a Prof-Tech degree, BIDA is designed to be terminal and lead to industry jobs for those who don't want to transfer
- Program certificates are next logical step now that degree is launched. Will extend from Irene's work surveying Business program

Career Services & Exploring Internships.....Megan Tucker

- Megan started in Career Center in January. Center provides help with finding career paths, building interview/resume skills, etc..
Not just open to students – accessible to broader community as well
- Internship Coordinator being onboarded. Will help facilitate experiential learning aspect – internships, job shadowing, etc.
- Committee discussed the idea of holding roundtables, interviews, etc. with BIDA students and industry professionals
- Megan hoping to begin using Handshake to post jobs and internships. Geared towards college students, strong recruiting tool
- Any job postings can be sent to Megan at mtucker@shoreline.edu

Q&A.....All

- Committee meets 2-3 times a year. Big program decision are discussed with committee members, so communication may occur more often
- Committee discussed potential of embedding industry-approved certifications/exams into classes

Schedule Next Meeting.....All

- November 28, 2:00-3:30p