Business Technology/Business Intelligence and Data Analytics Advisory Committee

Meeting Minutes
Wednesday, November 3, 2021
1 – 2:30 p.m.
Via Zoom

Chair: Tammy Lessley, Expedia

Advisor attendees:
- ☐ Tammy Lessley, Expedia
- ☐ Eric Saltzer, PEMCO
- ☐ Joseph skokan, Microsoft
- ☐ Guy Cope, Computer Services, Inc.

Staff Attendees:
- ☐ Lucas Rucks, Executive Dean, Business, Communication Studies and Social Sciences
- ☐ Lauren Hadley, Director of Workforce
- ☐ Kathryn Schrenk, Secretary Senior (will take meeting minutes)
- ☐ Jessica Custis, Business Faculty
- ☐ Irene Ferrante, Business Chair and Faculty

1:00 – 1:15   **Welcome and Introductions** .... **Tammy (Chair)**

1:15 – 1:20   **Approval of Minutes** .... **Tammy**

- Minutes Approved

1:20 – 1:30   **Elect Vice Chair** ....**Tammy/All**

- Role of Chair- industry leadership, works with FPC to develop agenda, and to facilitate meetings
- Vice Chair – is the accessor to the Chair; Tammy will turn over duties to the Vice Chair in the Fall
- Vice Chair will also cover for the Chair, if absent
- Joe would like to be the vice chair, but will delay for a year
- Vice Chair will focus on training and new adjustments, no homework involved.
- Guy or Eric, will you step up? Otherwise, we'll put this on hold
- Tammy, will continue as long as she can, and for as long as the committee would like her to
- Joe and Eric, will be our back-up

1:30 – 1:40   Degree Updates/Timeline .... Lucas

- Overview- drafting a program approval application to submit to the State Board of Community and Technical Colleges, seeking program approval for BIDA program (and CIP code)
- After they sign off, it should be a fast approval process
- Accreditation, will allow us to move forward
- High demand program and we'll be eligible for extra support if approved
- Waiting for CIP code approval with State Board
- 30.712 code, need it to be an approved program
- Need data analytics
- Once we receive CIP code, we can submit approval to College
- Need career progression to launch locally
- Email Lucas a few sentences of # of people or new graduates and how that career progression happens within your employer.
- The proposal will be drafted in the next few weeks, by November 10th.
- Need 3 current employers answering the prompt to Lucas.
- Need positions and career progression
- Don't need title, just need skills, not job pathway. Related skills only.
- Career Progress- Project Mgr, entry level career skills
- Response back from State will be within 2-3 weeks. New programs take 6-8 weeks.
- Lucas will send out in January for Fall launch
- Need PT experts for 1-2 classes per year, Sept fall launch
- Career clusters to Youth, very hard to do
- Focus on High School councelors and Worker retraining group
- After program is approved, we will look at a 15 and 45 credit degree certificate. This could be available by Fall.
- **Action item**: Send emails to Lucas lrucks@shoreline.edu. Simple is more, send employee testimonials, number of job openings, including wages, and skills needed. Also, include career progression.

1:40 – 1:55   Discussion – Entry Level Jobs .... Lucas/All

- Lauren and Lucas, discussed applying for Grants
- What kinds of jobs are out there?
- Advising, explore what is out there? Are we working from home? What are we telling these students?
- Some companies are 100% remote
- What will overlap with BiDa program?
- SCC struggling with students coming to campus, 50% find it hard to come to campus.
- Offer in a modality that is best for students, hybrid model. Mirroring and reflection what companies are doing (remote or in person).
- Some companies may go back in January, atleast 50% time.
- Divided, some people are encouraged by remote. New employees, companies want to see weekly in the office
- Entry level employees, what is the norm for companies?
- Some companies are still 100% remote
- Pemco- 99% remote, for 2 years. Looking at needs, what are the different roles and who needs to be in the office? New workforce, need to look at self discipline. What did you produce?
- Guy Cope - our company is fully remote.

- Amazon – remote for employees, if you live within driving distance from office.
- Most jobs will be fully remote.
- Jessica Custis - skills students need- not yet, but will look at that soon. Looking at course development from the ground up, partnering with computer science folks. Last job, they just went 100% remote. Meeting the learner, where they are now.
- What are the skills we need? Must prioritize, and tweek and adjust
- Must schedule far in advance, after first year. What do we want to do with this program? We need a course online, and need to determine is this the thing for us? We have time to answer this question.
- What do we want our graduates to know, and what do we want them to be able to do?
- Need to create Learning Outcomes to develop courses
- Need Foundational outcomes, multi-teir career path, used across program
- Data visualization, do we want to offer in person or online. This is true for other courses.
- Community Colleges are fluided in a recession normally, but not the case during this Pandemic
- Colleges are down as a whole about 20%, SCC down about 7%
- Class cap is 25-35 students. Waitlists, add more money and classes.
- Hybrid model, have to prep two times, it's like teaching 6 classes.
- Budget, it is successful, online is a much larger group. The money piece is important.
  - Study at CWU, new students comfortable with online, overwhelming the answere was no. Ask the same question 3 months later, the answer is different. The balance and timing is important
  - Suddle skill building with online and presentation skills, graphs and charts, claborating is important, this skill can not be learned on the run, remote environment it hard to get visual skill building.

1:55 – 2:15   Discussion – Student Recruitment ....Lucas/All

- We'll keep answering these questions, Marketing a big winter blitz for short term certificates
- Uptake in demand, hitting social media hard
- Running Start is increasing
- Housing for students was 30% last year and up to 60% full this year
- International students and veterans have an interest in this type of program
  - Visa exempt and they are stuck in their country so they can take US classes online.
  - Veterans have living stipend, need to be 50% for this allowance, this is now exempt for them to take online courses
- Long term- Deans list, one year out, heavy recruiting using social media
- WA cities and counties have a website for local government folks
- Advertising to raise awareness
- Count of sections, SCC Minimum start with one course then open up another section. Depends on demand.
- Enrollment trends- multiple sections with time and locations, with 10-12 students enrolled. If students are waitlisted, then we'll open up new section.
- Remote online courses, increases enrollment.
- Advertising channels, slicks, tri-folds, give physical things to hand out. Social Media-Facebook and Instragram. Goodle ads, may be an option. Linked-In is a possibility.
- Promote – job skills and how to get the job.
- University of Pheonix online, Udacity online, another big program, and UW Bothell, we need to understand what they are offering

- Everett CC, has a short-term cert in Data Analytics certificate. Students are there for skills only, they are not first time students
- Enbedded certificate, want entry level position that comes out of it.
- If students can get a 3 month, 6 month, or 1 year certificate, this will be beneficial for students
- We have a Social Media Marketing certificate
  - Cert of completions – 30 credits, 2 qtrs
  - Cert of Proficience – 45 credits
  - These certificates encourage students to continue to the 2 year degree
- Tammy will put out an announcesment to 30 thousand people, and encourages others to do the same
- Eric pays interns well to work on projects. Hiring for more than entry level. Does require some experience. Timeline for interns, start applying in late Spring (April/May), start in June. Gateway program, they ogment the workforce
- Expedia- interns apply in the Fall. Interns should apply now. They also reach out to 4 year Universities for interns
- Microsoft interns- it's a cycle, groups go through together at one time. Program is specific, look at postings.

2:15 – 2:25   Updates from the College... Lucas

- Administrative structure, acting president, 6 month active search for new president. Acting President with go back to VP roll
- Hiring for Associate Dean and Administrative Assistant 4
- Enrollment is down, looking for funding.
- We're okay heading into the next year
- Joe likes the agenda, good topics, good updates, and really good to hear other perspectives from others. Discussion is good, did we achieve what we set out to achieve? We approved the minutes and a lot of sharing. Will send information to Lucas. Meeting had a good direction.
- Lauren will send out full program and list of classes to the committee. Elsa, had list broken down. Lauren will look for it, and see what she can find

2:25 – 2:30   Schedule Next Meeting .... Tammy

- Next Meeting – February 2, 2022

2:30   Adjourn .... Tammy