ACCOUNTING ADVISORY COMMITTEE
MINUTES
April 26, 2007
11:30 -1:30 PM

EMPLOYERS\OUTSIDE MEMBERS PRESENT:
Curtis Arnesen, Julie Barnfather, Jan Manfredini, Jenny Lau, Brian Doennebrink, Ann Martin-Cummings; Julie Taylor

SHORELINE MEMBERS PRESENT:
Berta Lloyd, Dan King

The meeting began in the HR Training Room of Building 1000 with introductions.

Agenda item discussion followed:

I. Chairperson Curtis Arnesen led discussion regarding the current Shoreline budget impact on the professional technology accounting program. Berta Lloyd summarized the current state of Shoreline’s budget challenge. Members were informed of the continuing need to limit face to face courses due to low enrollments. Online course delivery has essentially replaced the face to face delivery in many required accounting courses.

II. A discussion of Shoreline’s need for a formal policy regarding transferred in courses for our Certificates of Completion was held. Members agreed that requiring 50% of course work at Shoreline was a reasonable accommodation for transfer students. This opinion will be offered to the Business Division as they contemplate the final policy.

III. A continuing discussion of online learning and the accounting curriculum was facilitated by a review of Curtis Arnesen’s work in designing and completing a survey of Shoreline Bank employees regarding practices and preferences in their college education. A number of comments from committee members followed including:
• Online delivery of business education courses is the preferred delivery method by the majority of those asked.

• Online courses are perceived by respondents and some members as requiring more work than face to face classes.

• Online weaknesses include the lack of opportunity to work face to face in a group situation. This skill continues to be in high demand by employers.

• Regardless of delivery method “soft skills” such as communication, interpersonal skills and formal group work skills continue to grow in importance to employers and continue to be difficult to find in many of today’s job candidates. Employers see a trend of “diminished interpersonal capacity”.

• The idea of employers and educators using “Work Keys” to assess the level of students’ interpersonal skills was discussed.

• Mock interviews would be very helpful in preparing students to enter the work force. In the end, it’s all about the interview.

• Job experience trumps formal education in the hiring process. Therefore, internships should be emphasized. Former student members on the board expressed the difficulty in finding internship opportunities.

• The idea of enhancing Shoreline’s website to provide a portal for employers and students to link to develop internship opportunities was discussed.

• Rigorous course work (instructors that make you earn your grade) is very important in preparing students properly for their job. Many students simply don’t have an adequate technical foundation in accounting even when they have earned a degree.
IV. Ideas and topics for future meetings included

- Visiting with current and former students to learn from their opinions regarding the adequacy of their accounting education at Shoreline.
- Reviewing the current accounting curriculum (with student and employer input if possible) to ask which courses were most beneficial and which were not.

V. Next Meeting – A fall 2007 lunch meeting was planned with a date uncertain at this time.

There being no further business the meeting was adjourned at 1:35 pm

Submitted by
Dan King