ACCOUNTING ADVISORY COMMITTEE
MINUTES
May 12, 2010
12:30 -2:00 PM
Board Room, 1000 Building

MEMBERS PRESENT:
Brian Doennebrink, Ann Martin-Cummings, Julie Barnfather, Tanis Yonkers

SHORELINE ACCOUNTING FACULTY AND ADMIN MEMBERS PRESENT:
David Cunningham, Ken Lawson, Carla Hogan, Dan King

The meeting was held in the Board Room of Building 1000.

The meeting was opened by chairperson Brian Doennebrink
Agenda item discussion followed:

1. Review and approval of minutes of last meeting

The minutes of the last meeting were approved.

2. Enrollment report

Enrollment in prof-tech accounting courses continues to increase with current year levels back to their 04-05 peak.


Carla Hogan, David Cunningham and Ken Lawson updated the committee on the current budget crisis at Shoreline. Main points included:

- Reduction in the number of deans next year with resulting reorganization –the Business division will be moved into HOPE

- Shoreline has cut 1.6 million from the budget this year and is expected to have to cut the same amount next year.
• Overall state budget for higher education was cut 16%, however worker retraining budgets were increased by 17.5 million. This should provide more funds for our prof-tech programs at Shoreline.

4. Discussion of employment outlook

Members noted an upturn in the prospects for future employment but limited in scope and typically emphasizing temporary and contract positions as employers remain cautious about their ability to sustain higher levels of employment. A major concern of businesses everywhere is still cost cutting and improving efficiency. In that context, employment outlook may be somewhat positive but remains constrained by the fundamentals of the current recession.

A discussion of the need for students to have excellent “soft” skills in the competitive work environment ensued. Resume and interview training were mentioned as being part of the package of soft skills needed. Students are trained in these areas in our Business Communication series … especially BusTc 215.

5. Discussion of the use of web social networking to promote the prof-tech accounting program.

The committee provided positive feedback for the use of social networking sites to promote the prof-tech accounting program. Points of discussion:

• Improving the networking skills for current students is a worthwhile goal of this idea.

• Connecting successful graduates of the accounting program with current students would be a positive development for the prof-tech accounting program.

• The power of these sites in is the “buzz” factor. The idea that information and recommendations that come from the participants is the powerful “buzz” element. Trying to push recommendations or information from the school to the participants is less effective. Creating the “buzz” is the difficult part.

• Facebook and LinkedIn are good candidates … with Facebook having more numbers and popularity but LinkedIn offering a more business/professional oriented networking environment.
• How should a site be maintained? Suggestions were a student leader, possibly a DECA student rotating annually or quarterly. Perhaps a DECA independent study project involving web marketing could be used.

• Other questions asked: Shouldn’t the entire school be involved in the effort and include links in the school’s website to the social/business networking site.

• As to how you get students to keep visiting and using the site, the following ideas were offered in the site content area: Web discussion groups, periodic faculty contributions and professional recruiter contributions.

6. Other discussion

There was no further discussion.

7. Schedule fall meeting

The third Wednesday in November 2010 at 12:30 PM was chosen as the date/time for the next meeting.

There being no further business the meeting was adjourned at 2:00 PM

Submitted by
Dan King