Minutes

Attendance:
Brandon Lindsey (Shoreline Goodwill Job Training & Education), Lisa Clark (CEO, Rally Marketing Group), Brittany Caldwell (Director of Operations, Greater Bothell Chamber of Commerce)

Faculty/Staff Attendance:
Gillian Lewis (SCC Dean of HO/PE/Business), David Cunningham (Dean Workforce Education), Stephen McCloskey (Faculty, Bus Admin), Laura Portolese Dias (Faculty, Bus Admin), David Starr (Faculty, Bus Admin), Mona Starr (Faculty, Bus Admin)

Welcome and Introductions

Approval of 11/17/10 Minutes

DECA
David Cunningham requested a summary of the DECA State conference. David Starr, Laura Portolese Dias and Stephen McCloskey summarized student successes and the fact that 14 students will be attending the ICDC International conference in April.

Business (BUS) Programs
David Starr provided an overview of the Business degree and certificate programs and suggested that the Committee’s efforts be focused on reviewing each of the courses taught in the respective programs, with emphasis on developing “real-world” knowledge and skills that should make students more employable.

Committee Discussion
Lisa commented on the language being used in advertising and suggested “media” as a key term. Discussion of the use of social media and networking in promotion ensued. Highlights of the discussion included the need to distinguish between event marketing and experiential marketing, human-to-human vs. online networking, and the change in consumer focus from TV to multiple integrated sources.

Also noted was the use of mobile technology business applications and it was suggested that we consider developing a business/technology course along those lines. Gillian and Laura suggested that the course should bring in guest speakers who are experts in social media and other technology and that it also include a capstone project where students actually apply this technology to real business situations. The greater discussion suggested that this could be an “emerging business” course.

The BUS 220 Advertising and Sales course was discussed. It was noted that the current language in the course description includes “planned and created” (as in the case of an advertising campaign). Lisa suggested that “advertising” is actually a component of an advertising campaign. Brittany then mentioned concern over students learning target marketing and segmentation. However, David Starr
said that this is addressed fully in the Principles of Marketing course (BUS 120) with emphasis on various aspects of marketing research.

David Cunningham and David Starr then mentioned concerns over graphic design being incorporated in the program. David Starr stated VCT’s concerns that graphic design be addressed in his classes.

Based on the Committee’s comments, Laura suggested that we develop a social media marketing certificate program along the model of the Sustainable Business Leadership certificate. She proposed that the classes in the certificate be:

1. a Target Market Research-intensive class (concerning psychographic, behavioral, demographic marketing, etc.);
2. a Techniques/Tactics course pertaining to Facebook and other social media with guest speakers and media experts; and
3. a Capstone course emphasizing students’ development of an actual digital marketing plan for a real business product/service.

The suggested overarching goal of the certificate program would be to provide students with skills to be “digitally competent.” A proposed name for the certificate program was the “Digital Marketing Certificate” or “Social Media Marketing Certificate.”

Lisa proposed that the content of the second class in the series be flexible enough to adapt to and reflect current trends in technology. To this, David Cunningham added that there is much value in the cooperative education model that this type of program could support, namely, that students could learn first in the classroom, followed by a period out in the community, and then, finishing up back at the College.

David Cunningham also mentioned that there may be Perkins funding to pay a student (work-study?) to assist in developing (and maintaining) business partnerships and internships for this proposed certificate program, as well as the Sustainable Business Leadership certificate. He also noted that possibly a short synopsis of the proposal should be provided to Gillian, emphasizing efforts to develop student leadership.

David Cunningham suggested that the City of Shoreline Economic Development office would be interested in creating internships that work with SCC and that Mark McVeety (SCC Business Accelerator and Marketing Support) would also support this effort.

Other Action Items:

- Faculty to begin re-design of the Advertising and Sales course (BUS 220) based on the Committee’s suggestions;
- Faculty to begin development of new digital marketing/social media marketing certificate;
- Committee members to continue review the content, course descriptions and relevance of each course currently offered in SCC’s Business programs, with emphasis on developing “real-world” knowledge and skills that should make students more employable.

Next Meeting (proposed for Fall 2011, again at 2:00-3:30 p.m.)

Adjournment at 3:35 p.m.