Minutes

Attendance:
Brandon Lindsey (Shoreline Goodwill Job Training & Education), Lisa Clark (CEO, Rally Marketing Group),
Jeff Swanson (President, Swan Arts, Inc., d/b/a Plato’s Closet), Brittany Caldwell (Director of Operations,
Greater Bothell Chamber of Commerce)

Faculty/Staff Attendance:
Gillian Lewis (SCC Dean of HO/PE/Business), Tony Costa (standing in for 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

DECA
Laura spoke in general concerning DECA as a campus business club and Mona spoke specifically about
the upcoming State competition and growth of the SCC DECA Chapter.

Business (BUS) Programs
David provided an overview of the Business programs, our efforts in funneling students toward
completion of certificate and degree programs as well as the program’s ultimate challenge which is to
change students’ lives. He also posed the question to the committee to consider which, if any, programs
should be removed or which should be added that we do not presently offer.

Committee Discussion
A committee discussion ensued at this point concerning a macro-perspective of the Business program
offerings and the use of terms to describe and market the program such as “experiential learning” and
“applied business.”

Jeff noted that he valued character, integrity, honesty and drive in prospective applicants and that
evidence of a two-year or four-year degree shows that they can sustain effort over time to achieve a
goal. Most importantly, does the new applicant know how to learn? He will train them. He also
suggested that the titles to our programs should be based on the constituency we are aiming at.

Business Program Names and Proposed Addition/Removal of Programs
Brandon suggested that we get rid of the reference to “general” business in the degree and instead
maybe focus on a concentration in year two of the student’s studies. Reference to naming of the
“General Business Degree” was discussed in more detail. There was agreement amongst the committee
members that “general” should be deleted from the degree and either “Applied,” “Integrated” or
“Experiential” should be used instead.
Additional programs were also proposed including Technology Management, pertaining to iPhone apps, how to write such apps, social media, consulting and graphic design in the technology field. Another proposed program addition was Non-Profit Management (or fund development) and it was felt that such a program might make SCC stand out amongst other schools’ business degree programs.

It was recognized by the committee that any additions to the Business program would likely mean that a program offering might have to be removed. Discussion ensued about removal of Retail Management and offering Non-profit Management instead.

Brandon mentioned that service providers typically prefer specific program titles when hiring. Jeff suggested that it may be less important what the degree name is but that students can demonstrate having been in school for a number of years and developed specific life skills such as career-building, pro-active networking and technology expertise.

**Business Degree Planning**
Members of the committee proposed simplifying planning by using a major/minor system. Students could obtain the “Applied Business Degree” with opportunities for concentrations other areas such as marketing. The current use of 30-credit certificates of completion and 45-credit certificates of proficiency were explained to the committee.

**Other**
Committee Action Item: to consider which are the six (6) most important classes to be offered in a 30-credit business certificate and the nine (9) most important classes to be offered in a 45-credit business certificate program.

Next Meeting (proposed sometime in February or early March, 2011 again at 1:30-3:00 p.m.)

Adjournment at 3:05 p.m.