



Accounting Advisory Committee

Friday, February 16, 2024

10:00 – 11:20 a.m.

Via Zoom

MINUTES

Minutes Approved via Email: 3/27/2025

Attendees: Suzan Shayler, Financial Advisor, Edward Jones
Isaiah Crowson, Customer Service Supervisor, HomeStreet Bank

Absent: Kendyl Prosser, Audit Manager, I&CSD Leadership at Deloitte
Janelle vonBirgelen Fallin, Senior Manager Internal Audit and Financial Advisory
Consulting, Protiviti

Staff: Dan King, Accounting Faculty, Shoreline Community College
Melanie Ruiz, Director of Financial Aid, Shoreline Community College
Shanon Reedy, Acting Dean of Business, Comm. Studies, and Social Sciences
Cris Walters, Admin4 of Business, Comm. Studies, and Social Sciences

10:05 Meeting Began / Welcome and Introductions

Minutes from the Spring Meeting could not be approved. Kara will follow up with the committee via email.

Shoreline Update..... Shanon

- Enrollment is up for the Winter Quarter, following an upward trend.
- Spring' 24 registration starts soon, Summer and Fall '24 planning has begun.
- ACCT Core Requirements (201, 202, 203) are solid, and always fill up. Other courses are offered as needed, keeping in mind sequential planning through the year.
- New Building: Cedar – is up and running. The Grand Opening event is planned for May, but if you're on campus, I'm happy to give you a tour.
- Accreditation Progress: In anticipation of our follow-up review, we are conducting a Mock Review on Friday, Feb. 23rd to help us prepare for the official review team on campus in April.
- Ghost Students: Fraudulent student enrollment aimed at tapping into financial aid dollars continues to be a problem on our campus. This is a state-wide, nation-wide problem. Shoreline

has implemented a few practices to weed out fake students, but it is a manual process and takes a lot of time and energy. Melanie Ruiz is here today to speak further about this issue.

Dan asked for an update on our internal systems. Shanon replied that there are aspects that are still not fully restored. Finding data from before CTCLink existed is difficult, but TSS continues to work on this restoration.

Suzan: I want to understand the Ghost Students and how they relate to Financial Aid.

Melanie: The surge in fraudulent student enrollment began during Covid, with the Cares \$\$ program. Nationwide, community colleges became a huge target due to our open enrollment policies. We make it easy, and that invites fraud. Typically, there is a blast of applications, often using stolen identities which make the “student” appear eligible. We came to notice commonalities in emails and other materials. Classes starting with A-B-C (Art, Accounting, Business, etc.) entry courses with no pre-reqs, are the biggest targets. We are working with our State Board and other community colleges to create the appearance of being a hard place to get into.

Suzan: Why is the money going to the students instead of the school?

Melanie: After paying the school for tuition, aid goes to other expenses: books, supplies, housing, living expenses, and that can be a couple of thousand dollars given directly to the student.

Review of Financial Aid. FAFSA (Gov) WASFA (State) Melanie

Students can apply for one or both Federal and State aid. There are eligibility requirements for each, and even though the process is hard, students are encouraged to apply for both, and to meet with a Financial Aid advisor. The FAFSA application feeds into the WASFA application, so if they are rejected by FAFSA, they can revert to WASFA for consideration. WA has a very low percentage of applicants for state money. There are so many ways we can assist a student to access that money.

FAFSA: Federal Grant, PELL Grant, Supplemental Loans, Work-Study

WASFA: College Grant Program, HS College-Bound Scholarship, WA Bridge Program, State Work-Study

Accounting Enrollments Update Dan

Following up from the previous advisory meeting, Dan reported on class drop rates, student malaise and the steps they are taking to address this. Ghost students have been part of the drop rate problem, but a deeper assessment into motivation has led them to adjust some practices. He noted the differences in students who are on an accounting track (and focused) and those who aren’t but are taking an intro class to complete a general requirement (less motivated).

- Starting the class with a long list of assignments can be daunting, and once a student falls behind, they usually remain behind, then drop out.
- He offers a “self-paced” assignment structure that allows for late hand in, relieving the pressure, and allows slow starters to make better progress.

- He offers “incompletes” at the end of a quarter and then meets with the student to motivate them to complete the assignments and obtain a grade.
- He states that this is easy to do in accounting and with effort on his part, more students are completing the course, even if late.

Accounting has between 8-10 students graduating a year, and we are the only ones teaching 10-key skills and these classes are faltering in enrollment. The 10-key course is essential in training for data entry jobs, and having these skills helps job applicants stand out in an interview. WORD has been dropped from our requirements, and they don't want to lose 10-key.

Suzan: I use my 10-key skills every day in my work in accounting and finance. It has value and looks good on a resume. Can this training be incorporated into another course?

Dan: Excel is already packed with learnings. WORD was dropped. I've had students go online to find a 10-key class. Once they complete it, we test them and give credit for the independent work. Should we keep fighting to keep it in our offerings?

Shanon: Bellevue tests the students in Excel. We use Microsoft Exam, and they need to pass.

Dan: It does work for the students to complete the course independently, but I still feel the need to keep the class available.

Suzan: Or we need to ensure that they don't incur additional fees.

Shanon: Are there any questions?

Suzan asked for an update on staff turnover.

Shanon: Lucas and I are still both in our interim positions, but we're managing to cover the class load.

- We have an ECON instructor interested in helping with ACCT courses.
- Brad Fader is now teaching as a Part-Time instructor.
- We have approval to hire a FTF for Accounting. The job is posted now, please let me know if you have anyone to recommend. We are looking for teaching experience or industry experience – or both. Fall 2024 start date.

Shanon: BUS transfer students are the 2nd largest group of graduates, behind Nursing. All BUS students take the three (3) ACCT intro courses. We are talking about ways to recruit BUS + ACCT to get more students into Shoreline's programs and keep enrollment up. Dan does a good job managing the BUS/ACCT leadership efforts here. I'd like to have further conversations on how to engage more students.

Suzan: I met Leo Novsky at a Chamber meeting. He said DECA needs judges at an upcoming event. How is DECA integrated?

Shanon: The DECA program gets fees from student fee. Leo is the advisor and meets with the students. Probably a large portion are BUS transfer students. It is not really integrated, but it is open to anyone at the college. Covid caused a slowdown, but it is growing back up. The Tournament is 2/23-24 and takes place on our campus. We need judges. It has a social benefit component, but the main goal is to provide faculty coaching to prepare students to attend competitions at the Regional, State, and National levels. Last year we sent one student to a national event, and she did very well. We have some funding for that.

We need to promote it to more BUS transfer students.

Irene Ferrante (BUS) is helping to plan a big event in May, geared at promoting our programs. We will have presentations and guest speakers, student panels and employers here for student exposure and potential hiring. We find so many students are undecided on their path, and we hope to inform and excite them for future careers.

In closing, Kara will follow up via email to share minutes for a vote, and links to the job opening, May event, and a new doodle will go out to plan our next meeting. Thank you for your ongoing support with your attendance and feedback. We appreciate you.

Meeting adjourned at 11:08