



Business Intelligence and Data Analytics Advisory Committee

Tuesday, January 30, 2024

4:00 – 5:30 p.m.

Via Zoom

<https://us02web.zoom.us/j/86379663099>

MINUTES

Advisors Present: Andrea Bowers, Patrick Whalen, Babette Siebold

Staff Present: Irene Ferrante, Jessica Custis, Kara Haney, Shanon Reedy, Lauren Hadley

4:00 – 4:10 **Welcome & Introductions**.....Jessica

- Introduction of new member: Patrick Whalen.

4:10 – 4:15 **Approval of Fall Minutes**.....Jessica

- Committee reviewed Fall minutes.
- No Quorum, Kara will coordinate approval via email.

4:15 – 4:35 **Committee Logistics Discussion**.....Jessica

Review the goals of advisory council members.

- Will table this agenda item for now until Tammy will be able to meet and talk about it in more depth.
 - Looking at 5-year goals
 - Finding more opportunities for committee members to get involved and connect directly with students.

4:35 – 4:40 **What is the BIDA Program**Jessica

- Jessica shared slides on the history of the BIDA program.
 - Only 4 students so far, all already SCC students. People aren't coming to Shoreline specifically for BIDA yet
 - Running classes with 1 student, not sustainable
 - Working with department, deans, advisory members, etc. to make changes to the program

- 2-year degree, prepares students for entry-level positions

4:40 – 5:00 **BIDA Program Changes**.....Jessica

- Jessica reviewed the proposed changes for the program.

Proposed Changes to the BIDA Program for the 2024-2025 Academic School Year:

- The BIDA program is now 92 credits with a proposed cohort model beginning in Fall 2024
- We streamlined the degree to make the program more industry-focused and added an internship and capstone.
- Updated and eliminated some prerequisites from some of the BIDA courses.
- Provide an option for an internship in a student's final quarter of the program year.
- Added Project Management 3, students will earn a Project Management Certificate.
- Now, they have an articulation agreement with Bellevue College for their BAS Degree.
- 15-credit certificate program for BIDA may launch in the Fall of 2025.

- A lot of interest in degree, people reaching out via email. Has received feedback from students that current schedule is overwhelming or undoable, especially for someone working full-time
- Andrea: Is this program hybrid, in-person, etc.?
Jessica: All classes are offered online, but some have in-person options (BUS& 101, etc.)
Irene: Do you think there's an advantage to offering this program completely online?
Andrea: Depends on your target students. For full-time working students, online classes are flexible and convenient. Younger students and international students might want a more on-campus experience. Offering a hybrid option might be more challenging, but could open the program up to more students.
- Patrick: Is Tablo included in this program?
Jessica: Yes, in Data Analytics for Business. (Power BI in Data Visualization, Python in CS)
- The committee discussed AI in the program content and its relevance into the future.
- The committee discussed some courses that may be padding for credits, and the opportunity for switching out with more relevant courses or developing new classes.
- The committee reviewed program course and prerequisite changes.

Proposed Prerequisite Changes (Courses)

Prerequisite Changes

- BUS 160 – Systems Thinking
 - Removing Introduction to Business prerequisite
- SQL for Data Analytics
 - Introduction to Statistics or Instructor Permission (updated prerequisite)
- Advanced Excel for Data Analytics
 - Introduction to Statistics or Instructor Permission (updated prerequisite)
- Business Intelligence
 - Introduction to Statistics or Instructor Permission (updated prerequisite)
- Data Analytics for Business
 - Introduction to Statistics or Instructor Permission (updated prerequisite)
- Data Visualization
 - Introduction to Statistics or Instructor Permission (updated prerequisite)

Courses Removed

- Removed: Principles of Accounting
- Removed: Human Relations
- Removed: Principles of Marketing

- Removing prereqs as much as possible – causes barrier to students, requires instructors to manually give out permission.
- Will add Intro to Stats at start of program rather than being a separate prerequisite.
- Hoping to have committee members take on 1 student to mentor in the upcoming 2024 BIDA cohort.
- Shanon talked about the new articulation agreement with Bellevue College facilitating transfer into their BAS Data Management and Analysis.
- No Quorum. Will approve proposals over email after everyone can look over them.

5:00 – 5:05 **Dean's Report**.....Shanon

- Winter enrollment is up 5% across the college.
- Active search for new Vice President of Instruction.
- New Cedar building open. Working with indigenous tribes to help us in naming buildings. STEAM building coming up.
- SCC has many international students, one of the top community colleges in the country. Residential building on campus. Many IS in Business program classes.

5:05 – 5:30 **Open Forum General**.....All

- Babette: Curious about low enrollment?
 - The committee discussed issues with marketing, students not knowing what BIDA is. Want to create videos with people in the industry to talk about what they do in their field. More appealing for students to have someone to connect with than just a list of classes.
- The “Big Event” recruitment event in May. If you’re willing to speak on employment, or network with students, please reach out.

5:30 **Adjourn**.....Jessica