



## Business Intelligence and Data Analytics Advisory Committee

Wednesday, June 5, 2024

3:30 – 5:00 p.m.

Via Zoom

### Minutes

**(Unapproved related to the merger)**

**Advisors Present:** Tammy Lessley, Andrea Bowers, Patrick Whalen, Babette Siebold, Sara Lane  
**Staff Present:** Jessica Custis, Irene Ferrante, Kara Haney, Shanon Reedy, Cris Walters, Lauren Hadley, Cat Chiappa

- 3:30 Welcome and Opening Remarks** .....Tammy Lessley
- 3:35 Approval of Winter Minutes** ..... Tammy Lessley
- Minutes approved.
- 3:40 Presentation on BIDA and Marketing Plans for the 2025 AY** ..... Cat Chiappa
- Cat shared some of the late-start class ads currently running with Meta, Snapchat, and iHeartRadio.
  - Launching some bus ads next – hoping to run Summer-Fall quarters.
  - Wants to have a promo video for all programs. Business is one of the first we’ve created a video for. Students are hired to voiceover that video next week.
  - Missing a social media person. Will focus more on programs when we hire them.
  - Want different departments to do social media takeovers.
  - Tammy: How many people on the team?  
Videographer, web producer, graphic designer, student communication, and missing social media person.  
Communications and Marketing is bundled together – not a separate Communication team.
  - Haven’t worked with Twitter, interested in TikTok but waiting. When we get another person will add LinkedIn.
  - Tammy: Do you have a timeline or roadmap for all your future plans?  
Cat: Larger marketing/ad-buying plan through the Fall. Will focus on next school year during Summer. Recently it’s as requests come up, incorporating in schedule. Wants social media person to have a background in video to be a team with our videographer and expand ability to do storytelling.

- Cat: For industry members, are there professional interest groups, certain sites, etc. that attract folks interested in your discipline?  
 Andrea: At Foster, LinkedIn is our main social media channel. Can target specific professions and age-groups.  
 Cat: Any major professional organizations?  
 Tammy: Some at the governmental level, usually corporate is vendor conferences (Salesforce, etc.)  
 Patrick: I would be focusing on gaming, music – ads on Spotify, Twitch, etc. – that’s where you’ll find everyone in Gen-Z and Millennial demographics.  
 Babette: The people going to those conferences already have a foot in the door. Biggest barrier is people going “data analytics? it’s not for me, I’m bad at math, etc.” It’s hard to find people that would benefit most concentrated in one area.  
 Babette: Anyone serious and hard-working. Picking up those people who missed entry to 4-year program or career-changers.  
 Jessica: Will send some questions to committee members and send answers to Cat for the Summer.
- Andrea: one great thing about this program is there’s an articulation agreement with Bellevue.  
 Tammy: How much advertising is done on the Bellevue side of things?  
 Shanon: Not much. Oftentimes, both sides don’t do a great job of marketing articulation. My hope this Summer is to create a webpage where a student could go and see what all of Shoreline’s articulation agreements are. Business department has 5-6 and unless Jessica, Irene, or I tell a student, there’s nowhere a student can go.

**4:10 Update on BIDA Program Changes..... Jessica Custis**

**Highlights of Changes to the BIDA Program for the 2024-2025 Academic School Year:**

- The BIDA program is now **92 credits**, with is in alignments with out AAAS Degrees at Shoreline Community College.
- Program enhancements include a focus on **industry relevance**, with the addition of an internship and capstone.
- Prerequisites for certain BIDA courses have been updated or removed to improve accessibility.
- Students now have the flexibility to choose between an **internship or capstone** in their final quarter.
- The introduction of **Project Management 3** to the degree allows students to earn a Project Management Certificate.
- An articulation agreement has been established with Bellevue College for their BAS Degree.
- There are plans to launch a **15-credit certificate program for BIDA in Fall 2025**, contingent upon demand.
- Looking ahead, a cohort program is targeted for the 2025-2026 academic year, while in the 2024-2025 period, efforts will focus on expanding articulation agreements with four-year universities.

- Completed first curriculum change meetings. Passed onto second reading on June 6 (tomorrow).
- Jessica ran through the changes as review.

# BIDA A.A.A.S. (Class Schedule 2024-2025)

Quarter	Course Number	Course Name	Credits
Fall	BUS 101	Introduction to Business	5
Fall	MATH&146   MATH 141	Pre-Calculus or Introduction to Statistics	5
Fall	ENG&101   BTWRT 215	Business Communications or English Composition	5
Winter	BUS 103	Multiculturalism in the Workplace	3
Winter	BUS 255	Principles of Management	5
Winter	BUS 160	System Thinking	5
Winter	BUS 265	Advanced Excel for Data Analytics	4
Spring	CS 121	Introduction to Programming	5
Spring	CMST& 220	Public Speaking	5
Spring	BUS 249	Market Research	5
Fall	BUS 180	Project Management 1	5
Fall	BUS 240	Intro to eBusiness	5
Fall	BUS 165	SQL for Data Analytics	5
Winter	BUS 181	Project Management 2	5
Winter	BUS 266	Business Intelligence	5
Winter	BUS 267	Data Analytics for Business	5
Spring	BUS 182	Project Management 3	5
Spring	BUS 268	Data Visualization	5
Spring	BUS 280	BIDA Internship or Capstone	5

- In assessing, looking at every class to make sure they're up to date.

## Primary Goals: 2024-2025 Academic Year

- **Increase Enrollment:**
  - Implement targeted marketing strategies and outreach initiatives to boost enrollment, attracting a diverse range of students interested in pursuing careers in business intelligence and data analytics.
- **Establish Industry Partnerships:**
  - Forge partnerships with a minimum of two industry leaders to develop internship programs, providing students with valuable real-world experience and networking opportunities.
- **Solidify Mentorship Program:**
  - Develop a structured mentorship schedule for advisory committee members, enabling active engagement with students by offering guidance, support, and industry insights.
- **Measure Program Outcomes:**
  - Collaborate with the PIE (Planning & Institutional Effectiveness) Team and Deans to assess program effectiveness, student learning outcomes, and the impact of internship experiences and mentorship programs on students' professional development.

- Wants to make sure with internships, students get either course credit or are paid.
- Sara offered to explore an unpaid internship opportunity at the City of Shoreline. Also happy to mentor if there's a structured approach to that.
- Sometimes our students have difficulty finding internships, especially in this field, because most people would rather choose four-year students with more degree-specific classes and experience.

## Secondary Goals: 2024-2025 Academic Year

- **Support Student Success:**

- Provide comprehensive academic and career support services to facilitate student success, retention, and smooth transitions into the workforce or further education. Advocate for the establishment of a student success navigator position within the business department.

- **Enhance Curriculum:**

- Update and refine the curriculum, including course outcomes, to align with the latest advancements in business intelligence and data analytics, ensuring students acquire relevant and cutting-edge skills.

- Always thinking of developing the AI course. College is establishing an AI workgroup.
- If you see anything that needs to be added as a course, let Jessica know.
- Will send out – What goals are we missing? Please send goals by June 14.

4:50

**Dean's Report**..... Shanon Reedy

- Enrollment is slowly rising.
- Ghost students are still an issue. Have a “ghost student drop” coming June 13, will see what the numbers for Summer enrollment look like after that.
- Hiring for new full-time Business and Accounting faculty, both starting in Fall.
- PIE (Planning & Institutional Effectiveness) has started rebuilding dashboards.
- Building next year’s schedule. Trying more hybrid classes and synchronous online classes.
- Articulation agreement with Bellevue College. If you know of other programs that might be good to articulate with, let us know.
- Would the PIE team take an internship from the BIDA program? Jessica will ask Ann. Website analytics is another good one, might want to reach out to Cat and ask.

Next Meeting: Fall Quarter

- Committee kickoff is October 17, 4-6:30. Won’t be that long but will be within that time.
- Kara will send out placeholder for this committee.