INCORPORATING INDUSTRY
WITHIN YOUR BAS DEGREE PROGRAM

NORTH SEATTLE COLLEGE
APPLICATION DEVELOPMENT BAS
INTRODUCTION

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APPLICATION DEVELOPMENT B.A.S.

North Seattle College’s AD BAS History

• Began in fall 2014
• Designed to help meet industry demand within the Puget Sound region
• Curriculum includes foundational computer science courses, web app. Development, mobile app. Development and cloud computing

Student Demographic

• Associate degree graduates
• Career changers (sometimes 2nd bachelor degree)
• Current industry employees seeking bachelor’s for growth
ADVISORY BOARD: DEVELOPMENT

• Initial advisory board development stemmed from the program proposal, which includes testimonials from an initial set of industry contacts made up of area CEO’s, engineering managers, senior developers and junior developers.
• After the program accepted students, this Advisory Board began meeting and advising on curriculum and program direction.
• These individuals were the basis for much of the future industry engagement.
PLAYING BY THE RULES

• Unlike with program Technical Advisory Committees (TACs), Washington state currently has no set rules for BAS Program Advisory Boards (PABs)
• Campus decision on where information is housed and who runs the Advisory Board (typically faculty manages and workforce houses information)

• **Recommendations**
  • Assigning an Advisory Board chair
  • Meet at least 3 times a year (once a quarter, usually skipping Summer)
  • Keep detailed minutes (challenging with a great, active discussion!)
  • Make allowances for remote access, but encourage physical presence
  • If members cannot make meeting, communication is expected and other engagement activities
  • As these degrees come more common, Advisory Board formalization is likely (check your own state rules / laws for details)
ADVISORY BOARD: ONBOARDING

Registration form
• Contact information
• Company represented
• Amount of time willing to commit (1 yr., 2yr.)
• Photo for website
• Brief Bio
• See Handout...
PROGRAM ADVISORY BOARD

The Application Development B.A.S. degree incorporates industry partners into many aspects of the program. Our Program Advisory Board includes members of the software and service industry who assist by providing guidance on curriculum, technologies, hiring practices, and by participating in classroom activities, outside projects and events, both on and off campus.

The B.A.S. AD Program Advisory Board changes over time to reflect the needs of the program and the changing industry. Here are our current board members:

Nilesh Londhe
Founder
CloudGenius

Nilesh Londhe is the founder of Cloud Genius, a cloud computing training and consulting institution. During his leadership tenure at Microsoft, he played a key role driving platform adoption, and with support from Bill Gates, he patented a presence detection solution that is implemented across the Microsoft Office 365 suite of products and services.

Nilesh's involvement with the Application Development program includes curriculum feedback, job referrals and participation in additional coaching and training.
DEFINING SUCCESS

• Why do we want to incorporate industry?
• Let’s review our success criteria:

More of our students get development jobs at graduation (or within 6 months).

Our program grows over time such that we can help meet industry demand in our region.
1. **PUT THE ADVISORY BOARD TO WORK**

- Simply gathering is not sufficient for our needs and not satisfying for members.

Advisory Board members are required to participate in at least one extra engagement activity each academic year.
ENGAGEMENT OPTIONS

- **Curriculum advising**: ongoing appraisal of our curriculum
- **Marketing**: word-of-mouth, testimonials for video/print ads
- **Technical Lectures**: covering specific topics in a workshop
- **Teaching courses**: running Practicum or other courses
- **Developing Practicum Projects**: act as clients
- **Mentoring**: working with individuals on a 1:1 basis
- **Consortiums**: WTIA, AppConnectNW, etc.
- **Direct Giving**: donations of money, equipment, space
- **Advisory Board Referrals**: increase the diversity / size
ENGAGEMENT OPTIONS

- **Job Postings**: referring students to open positions
- **Resume / online profiles**: general advice or specific reviews
- **Interview practice**: in-class training, workshops, and 1:1
- **Onsite Recruiting**: interview students on campus
- **Facility Tours**: hosting students for company tours
- **Hosting Meetups / Student Groups**: onsite or offsite
- **Career Fairs**: participate in our STEM Career Fair or others
- **Internships / Hiring**: direct hires
- And more...
EXAMPLE: TOBIAS GIERK

• Technical Advisor at Amazon.com
• Engagement Activities Include:
  • Advisory Board Member
  • Technical Interview Workshop
  • Onsite recruiting / Career Fairs
  • Mentor and Internship Provider
  • Referrals of additional Amazon managers
• Now: Continues to advise via Slack and attend Advisory Board via Skype after moving to London.
2. CUSTOMIZING ENGAGEMENT

• Before losing a contact / marking them as inactive, **consider alternative engagement options.**
• Your relationships with companies are only as strong as the relationships with these individuals, each with **unique motivations.**

Find what motivates an individual and engage them in this manner. *This can and will change over time.*
EXAMPLE: TODDY MLADENOV

• **CTO and Co-Founder** at Agitare Technologies

• **Engagement Activities Include:**
  - Advisory Board Member
  - Practicum Project
  - Interview Practice 1:1
  - Mentor and Internship Provider
  - **Guest Speaker**
  - Adjunct Faculty for Cloud Computing Practicum

• **Today:** Wrapping up the Cloud Computing Practicum this quarter; planning to return to teach the sequence again.
3. MANAGE CONTACTS & ENGAGEMENT

• In order to customize engagement and build new contacts, we need tools for tracking engagement and making communication simpler.

Choose systems that allow you to easily track engagement and keep in touch with your industry contacts.
TRACKING EXAMPLE: GOOGLE SHEETS

• **What**: Contact management and logging
• **Who**: Faculty and Staff
• **Cost**: Free (with some scripting know-how)
• **How**: [google.com/sheets/about](https://docs.google.com/spreadsheets/d/1pez9YKzOxaxkS)
• **Alternatives**: Excel, actual CRM
• **Value**: Centralized contacts, logging of engagement, age tracking
COMMUNICATION: SLACK

- **What:** Chat tool for Web/Device/Desktop
- **Who:** Students, Advisory Board, Staff, Alumni
- **Cost:** Free (with limits on chat history)
- **How:** slack.com
- **Alternatives:** Flock, HipChat, Jostle, Microsoft Teams
- **Value:** Group technical discussions, 1:1 messaging, job postings, event notifications
MEASURING SUCCESS

• Now:
  • We’ve got a group of industry contacts
  • They are engaged in a meaningful way
  • We’re tracking their engagement
  • They’re helping us grow our contacts even further…

• How do we know we’re going in the right direction?
EXAMPLE: KSENIA IVANSTOVA

- **Program graduate:** Class of 2016
- **Software Development Engineer** at Virtuoso
- **Engagement Activities Include:**
  - Advisory Board Member
  - Class speaker on transitioning to the workforce
  - Answers student questions on Slack
  - Referrals of additional contacts
  - Assistance in marketing program to women
- **Today:** She continues to engage because she felt there was real value in the program; hopes to see the proportion of women grow in her field.
RESULTS

1. Industry Engagement
   • 126 engaged <12 months
   • 107 engaged <6 months
   • 51 engaged <3 months

2. Program Growth
   • 13 students in 2014
   • 78 students in 2017
   • ~100 students in Fall of 2018

3. Employment
   • 81% at graduation to 6 months
   • (versus 72-78% for BS CS, 75-80% for Bootcamps)
KEY TAKEAWAYS

1. Build a strong Advisory Board
2. Define Success
3. Put the Advisory Board to Work
4. Grow and Customize Engagement
5. Manage and Track Contacts
6. Reflect, Adjust, and Repeat
Thank you!

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Thank you!
APPENDIX: RESOURCES

- **North Seattle College AD BAS Home Page**: program information pages
- **AD BAS Program Overview**: deck shared with employers who wish to explore engagement opportunities with the program.
- **Washington Technology Industry Association**: Co-op of 800 tech companies in Washington State, focused on education and government
- **AppConnect NW**: Consortium of five community and technical colleges in the Seattle / Puget Sound region.