

Shoreline Community College: Dedicated Provider of 100% Online Associate Degree and Certificate Programs

Shoreline Community College has been offering high quality fully online courses at an affordable price for more than a decade. Its recent development of a Virtual College Leadership Team (VCLT) is a prime example of how Shoreline CC continues its upward trend as a frontrunner in online community college education. The VCLT published a “Blueprint for a Virtual College” on March 9, 2011. On the heels of the Blueprint, a Virtual College Implementation Team (VCIT) was created to carry out a mission to enhance its delivery of high quality teaching and learning complemented by a full suite of student support services, all completely online and available anytime and anywhere.

More Than 13 Fully Online Degree & Certificate Programs

Shoreline CC offers more than 13 flexible associate degree and certificate programs offered in a 100 percent online education modality. Shoreline CC students enrolled in these programs can be located anywhere in the world with an Internet connection. They do not have to set foot on campus to earn a credential. Shoreline CC is regionally accredited by the Northwest Association of Schools and Colleges.

Providing Top-Notch Services to Online Students is a Priority

Ann Garnsey-Harter, Ph.D., chairs the VCIT. She explains that Shoreline CC has put forth a great deal of effort in how its faculty provides

high quality instruction to the college’s online student body. In addition to maintaining the tradition of quality instruction, the VCIT has beefed up its focus on enhancing student services. For instance, all online students can take advantage of an eAdvising service in which they are assigned a professional academic advisor who communicates with them via email to assist with their academic goals. Shoreline CC is also a member of the Northwest eTutoring Consortium, a group of 35 colleges and universities providing free online tutoring. This 24/7 service includes an online writing lab, email question center, and live chat. In addition, an eLearning Helpline that online students can access via telephone or email answers such questions as how to register and get started with an online course; how to use the software, called a course management system, that holds all the elements and faculty-to-student and student-to-

student interactions for online courses; and general information about financial aid, exam proctoring, and access to all of the online library resources and other online course materials that are available to students.

More Robust and Seamless Fully Online Student Services

“We are looking at making all of these services more robust



Ann Garnsey-Harter, Ph.D., chairs the Virtual College Implementation Team

please see “Dedicated Provider” on page 4

Featured Program: Purchasing and Supply Chain Management

The fully online Purchasing and Supply Chain Management associate degree and certificate programs offered by Shoreline Community College have a history that harkens back to the early 1980s when the college first offered several continuing education purchasing management courses provided in a traditional classroom environment. As education technologies evolved, so did the program, eventually growing into a complete regionally accredited associate degree program offered during the evenings at two campuses, with video feeds, to what it is today, offered fully online and using many of the latest education technologies.

Six Required Courses Make Up Core

The core of both the degree and certificate programs consists of six courses: Purchasing and Supply Management, Sourcing/Supplier Relations, Materials Management, Contract Administration, eProcurement, and Logistics/Transportation. Surrounding this core are requisite, elective and optional online courses in liberal arts, computer applications, human relations, accounting, business, and economics. It takes 51 credits to earn a certificate of proficiency and 90 to 91 credits to earn an Associate in Applied Arts & Science [AAAS] degree.

Up-to-Date and Relevant Curriculum

The content of all of these courses combined has gone through what’s referred to as a DACUM process, an acronym for Developing a Curriculum. The Purchasing and Supply Chain Management program recently went through its fourth DACUM process in order to establish a relevant, up-to-date research base for curriculum and instructional development. Panel members for the most recent DACUM included professionals from the Washington State Department of Transportation, Nintendo of America Inc., Starbucks Coffee Company, Puget Sound Energy, and Vigor Shipyards. The end result is a program that stresses a wide variety of competencies represented in eight major categories: procurement, sourcing, analysis/research, commodity management, customer relations, management of supply chain function, negotiation, and supplier management.

For more information about the Purchasing and Supply Chain Management degree and certificate programs, please visit: www.shoreline.edu/purchasing.aspx.

WHAT’S INSIDE

Dedicated Provider	1
Featured Program.....	1
Baker Leads the Way	2
McCloskey’s Business Law Course.....	2
Online Graduate Casey Perry	3
Online Graduate David Gundersen	3
Outlook for Supply Chain Managers	4

Purchasing & Supply Chain Management Instructor Jerry Baker Leads the Way for Both Program and Student Success

With more than four decades of experience in the purchasing and supply chain management sector, including a 19-year stint as executive vice president of the National Association of Purchasing Management [now the Institute for Supply Management], Shoreline CC Instructor Jerry Baker is the driving force behind the Purchasing and Supply Chain Management program. As program director and instructor of all six core courses in the program since 1998, he has been the lead developer of the curriculum as well as the primary mentor and advisor to students who enroll in the program.

Focus on Active Learning

“Jerry Baker is one of the best instructors across the curriculum,” says Chair of the Virtual College Implementation Team Ann Garnsey-Harter. “He demonstrates a commitment to student learning, especially in terms of active learning.” In other words, Baker does not simply lecture to students. He designs his courses so that students must participate and be engaged in learning activities that are task driven.

“I rely a great deal on weekly interactions [via the online discussion forums] between the students and myself in a discussion

environment,” says Baker about the courses he teaches in a 100 percent online environment. Regarding the student-to-student interactions, Baker explains that his courses often have students who are employed in either the service sector or the government sector, which helps to bring about an exchange of learning based on different priorities. Recent graduate of the online certificate program Casey Perry notes that Baker “was always helpful when we had questions. He would often challenge us with some of his responses to get us to define our answers more clearly, dig a little deeper, or inspire a new train of thought.”

Baker also uses case studies to help students apply the concepts that he teaches. “I’ll have students read case studies [from real-life purchasing and supply chain management examples and investigations of issues and challenges] and answer questions about them.”

Importance of Information Literacy

Baker also teaches his students how to be information literate, meaning understanding how to find and use valid and authoritative information on the Internet. “So much in the area of purchasing and supply chain management is about gathering information, and there is an overabundance of much information on the Internet. The real issue that comes into

play is how do you find the right information, and, more importantly, how do you validate the information.”

About the Students

Baker notes that about 60 percent of students enrolled in the program are currently working in the profession, seeking to enhance their supply chain skills and knowledge. Another significant group is comprised of students who do not have any training in the field and are trying to gain the appropriate skills. “A lot of employers know the program, which makes it a plus in the hiring process,” Baker says. “Because of the economy we have had more unemployed people enroll in the program. They are trying to upgrade their skills and get back into the workforce.

“The biggest problem is not many people know about this program. There are not many schools that offer higher education in the supply chain area, especially online.”



Jerry Baker

McCloskey Covers a Lot of Ground in Online Business Law Course

Steve McCloskey is not your everyday community college instructor. For one, the Shoreline Community College full-time tenured faculty member in the Business Division has an academic background that includes a Juris Doctorate with a focus on Public and Private International Law as well as a Master of Arts degree in International Relations and Business. Prior to becoming an instructor at Shoreline CC in the Fall of 2004, McCloskey worked for laws firms in Illinois, New York, California, California and Seattle. In addition, on the non-academic side of things, McCloskey is an avid triathlete and bicyclist who last year rode his bicycle for charity across more than 2,500 miles from Seattle, WA to Grand Rapids, MI.

McCloskey teaches a variety of business courses for Shoreline CC, including a fully online BUS 201- Business Law course that is popular with many of the students in the Purchasing and Supply Chain Management program.

“We cover everything from constitutional law to ethics, to social responsibility, administrative law, the court system, torts, product liability, criminal law, contracts, cyberspace law, property law, employment law – pretty much the whole gamut across the board,” McCloskey says, adding that he requires students to “go out in the real world and find sources of information and raise issues,” inside the course’s online discussion forum as part of his weekly assignments.

Web Conferencing and Video Lectures

In addition, McCloskey brings in some synchronous (real-time) audio and video technologies to his Business Law course, including web conferencing sessions and video lectures. In particular, students learn how to moderate, participate in, and present mock court trials through the use of web conferencing tools. McCloskey’s short video lectures are instructional in nature, showing students, for instance, how to utilize the Versus Law database of electronic legal research materials that are available on the Internet. Other video lectures

teach students how to navigate through and utilize the web conferencing tools. “It will be a good thing to help remove any fears of online technologies that students may have,” he says. “Don’t worry about the fear factor. I’m putting this stuff up for students to alleviate any fears.”

Discipline is Key

Most importantly, McCloskey adds that online learners need to be disciplined. “Don’t fall behind. It’s complicated reading,” he explains. “Some stay ahead of everything. The majority of students do their best, but sometimes life intervenes. You have to be self directed and disciplined.”



Steve McCloskey spoke at the 47th commencement.

Online Purchasing and Supply Chain Students Boost Job Skills through Flexible Online Certificate Program

Casey Perry

Casey Perry, who earned a Certificate of Proficiency in Shoreline Community College's fully online Purchasing and Supply Chain Management program in June 2010, is a powerful example of how higher education can not only help students professionally, but also help their employers.

As a buyer for The Polyclinic, one of the largest multi-specialty clinics in the Puget Sound area, Perry has already saved his company \$200,000 from 2010 through 2011. Perry credits this accomplishment to the Contract Development and Management course he took under Instructor Jerry Baker. "The course on contracting, and learning how to implement a cost-savings analysis, really helped me achieve those savings," Perry says.

"I have applied the concepts and ideas I was taught in the program to my current position," he adds. "It has been really helpful with our lean concepts and for improving supply chain practices."

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Perry is an adult learner who took advantage of Polyclinic's tuition reimbursement employee benefit to enroll in the Shoreline program. He is 34, married, with two young preschoolers. His oldest son, now 3 and a half, was only 10 months of age when he enrolled in the program in the fall of 2008; plus his wife was holding down a job. He man-



Casey Perry

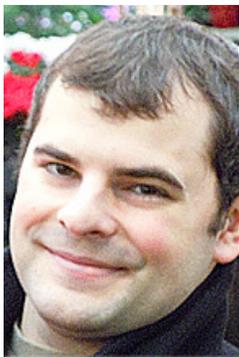
aged to balance work, academics and family responsibilities by attacking the required course readings while riding the bus to work each morning and by completing his homework assignments during evening hours, "when the house was quiet," he says. "My wife was a big help in understanding that I needed time to complete the school work. She definitely did more than her share of work around the house to make up for me."

Perry explains that he "really enjoyed taking online courses. I was a little nervous at first, having never taken an online course. I thought it might make it more difficult not having the classroom experience, but the way in which the course and weekly work were laid out made it easy to manage."

David Gundersen

After earning a four-year degree in finance, David Gundersen got a taste of what it's like being an entry-level stock broker and came to the conclusion that it was not his cup of tea. "I quickly realized that I hated cold calling," he says.

Fortunately, he soon got a job as a buyer for Seattle Aero, LLC, a leading provider of aerospace parts and services. Even better, Seattle Aero had a tuition reimbursement benefit that allowed Gundersen to enroll in Shoreline Community College's fully online Certificate of Proficiency in Purchasing and Supply Chain Management program in the fall of 2007.



David Gundersen

"It broadened my perspective to see what tools could help me become more efficient and where to direct my energies and resources."

After several starts and stops due to a variety of personal reasons, Gundersen completed the fully online certificate program in 2010. Married with one child, the 27-year-old Gundersen explains that he had very little knowledge of purchasing and supply chain principles when he first enrolled in the program.

Coursework Broadens Perspective of Purchasing and Supply Chain Practice

"With a BA in finance and a minor in math [from Western Washington University], I understood how businesses worked, but supply chain management was totally new to me," he says. "I did not know what an RFQ [request for quotation] was or where a PO [purchase order] came into play. So, I hit the ground running and learned how other companies organize their supply chain and logistics. It broadened my perspective to see what tools could help me become more efficient and where to direct my energies and resources."

Gundersen notes that while the program was challenging, he was grateful for the flexibility it offered. "It was a pretty comprehensive approach. It was difficult balancing family, work and education all at the same time." However, he adds that Instructor Jerry Baker was a great help who not only taught extremely well but also gave him the right encouragement and space to succeed. "Mr. Baker would contact me if I was past due to constructively check in, and that motivated me to catch up," he says.

Gundersen adds that "the program has helped me considerably. The experience at my job gave me a lot of information, but the program taught me how to fit that information into the big picture." And perhaps the greatest reward was that his boss gave him "a very nice raise upon completion of the program."

Dedicated Provider

continued from page one

and more seamless,” says Garnsey-Harter. For example, “we are looking at an early alert system for students who might show signs that they need help with tutoring. We are also looking at how students can access all of our online student services from their mobile phones. We are talking about having our financial aid services available 24/7 for students. It will include an online smart

knowledge base with FAQs built around financial aid issues as well as having financial aid advisors available by phone or live chat 24/7.”

Garnsey-Harter adds that wrapping all these student services around the commitment to student learning that Shoreline CC’s faculty continues to demonstrate and improve upon is all part of the college’s mission “to increase

access to education via online enrollments.”

For more information about Shoreline CC’s fully online associate degree and certificate programs, please visit:

www.shoreline.edu/eLearning/index.html

Promising Job Outlook in Supply Chain Management

According to WetFeet.com, “the outlook for supply chain management looks healthy. However, in the case of midcareer job seekers, most companies look for candidates with coursework in supply chain management or prior industry and functional experience.”

“What’s happening in the field is that the tactical lower-level jobs are going away, and the high-level more complex and strategic jobs are coming into creation. The problem is that we are losing more of the tactical than we are gaining in the more strategic,” says Jerry Baker, director and lead instructor for the Shoreline CC Purchasing and Supply Chain Management program.

“There are some absolutely incredible opportunities for people in the field of supply chain management, Baker adds. “Most are obviously in the manufacturing sector. As more companies start to realize what can be gained through effective supply chain management, it becomes crucial.”

According to the recent Manufacturing Institute for Supply Management Report on Business, which is based on data compiled from purchasing and supply executives, May 2011 is the 20th consecutive month of growth in manufacturing employment.

Graduates of the Shoreline CC Purchasing and Supply Chain Management programs become

qualified for employment in purchasing positions in a variety of business settings, including manufacturing and construction companies, retail operations, educational institutions and government offices.

Sources:

WetFeet, Supply Chain Management: Overview, www.wetfeet.com/Careers-and-Industry/Careers/Supply-Chain-Management.aspx

Institute for Supply Management, May 2011 Manufacturing ISM Report on Business, <http://www.ism.ws/ISMReport/MfgROB.cfm?navItemNumber=12942>

Shoreline’s online courses and programs are a great option for students who might have difficulty attending classes on campus, and are suited especially for busy people who want to increase their knowledge and skills without giving up their jobs, leaving home, or missing out on family commitments.

Learn more at www.shoreline.edu/eLearning/index.html.