

## West Hills College Lemoore

### **Program Title: Business Information Worker Certificate of Achievement**

Title of proposed program: Business Information Worker Certificate of Achievement

Contact Person: James Preston

Title: Dean of Educational Services

Phone number: 559-925-3146

Email address: jamespreston@whccd.edu

Projected start date: Fall 2016

Type of change requested: Add new Major or Area of Emphasis

Projected annual completers: 40

Units for degree major or area of emphasis: 25 units

Total units for certificate: 25 units

### **Criteria A: Appropriateness to Mission**

#### **1. Program Goals and Objectives**

The Business Information Worker (BIW) certificate of achievement prepares students for the workforce through the acquisition of key entry-level office skills and applications which promote success in a variety of office environments. Students will also acquire experience working in teams and learn to communicate effectively with others. The curriculum prepares students for a number of job titles including customer service representatives, file clerks, receptionists and information clerks, secretaries and administrative assistants, and office and administrative support workers. Additionally skills will be gained to do clerical work in a variety of settings such as courts, shipping and receiving, and hotel and resort management. The Business Information Worker (BIW) certificate provides the knowledge and skills demanded in today's workplace. Program level outcomes include the following:

- demonstrate accurate text and data entry using a standard keyboard and/or numeric keypad at expected entry-level occupation production rate.
- organize correspondence and locate business documents by applying the 12 alphabetic and numeric filing rules.
- compose complex business letters, reports and employment applications choosing the appropriate delivery means.
- demonstrate utilization of basic information systems and a variety of prevailing Microsoft Office applications such as Microsoft Word, Microsoft Excel, and Microsoft Outlook.
- demonstrate proficiency in business communications and human relations/customer service

#### **2. Catalog Description**

The Business Information Worker (BIW) Certificate guides students toward successful employment in business and government. The BIW certificate of achievement for office workers, developed in conjunction with local employers, provides students with a broad range of entry-level office skills and applications which promote success in a variety of office environments. With a solid foundation in

Microsoft Windows and Office as well as strong digital and web literacy skills, the Business Information Worker brings efficiency and productivity to the workplace. Completion of the Business Information Worker pathway also brings indispensable critical thinking, problem solving, and interpersonal skills to the workplace. Students who complete the certificate will be ready for the workforce and the certificate provides a stepping stone to continue their education and complete an A.S. in Business or an AS-T in Business Administration.

### 3. Program Requirements

Course Dept./Number	Course Title	Units
BUS 2	Introductory Alphabetic Keyboarding	3.0
BUS 3	Intermediate Keyboarding	3.0
BUS 13A	Word for Windows I	1.5
BUS 13B	Word for Windows II	1.5
BUS 15X or CWEE 15XX	Work Experience	1.0
BUS 28	Business Communication	3.0
BUS 35	Human Resources Management	3.0
BUS 67	Filing and Records Management	2.0
CIS 7	Computer Concepts	3.0
CIS 8	Microcomputer Operating Environment	1.0
CIS 34	Introduction to Spreadsheets	3.0
	Total Units	25.0

### 4. Background and Rationale

The Business Information Worker (BIW) pathway is a statewide communication program designed with faculty involvement to prepare students for entry-level jobs and to inform business of the rich capabilities that exist at every California Community College campus. This pathway utilizes existing academic programs and courses.

The pathway represents a set of skills in demand by businesses throughout the state based upon interviews with placement agencies and cross-referenced with advisory groups and other Labor Market Information. BIW incorporates Keyboarding, Microsoft Office (Word, Excel, PowerPoint, Outlook) Information Systems, Business Communications and Human Relations/Customer Service.

Advantages to business are to have a known skill set detailed and communicated consistently across the state. The advantage to students, who need employment sooner rather than later, is a clear and definitive pathway that leads to an entry-level job.

## Criteria B: Need for Program

### 5. Enrollment and Completer Projections

CBO1: Course Department Number	CBO2: Course Title	Year 1		Year 2	
		Annual Sections	Annual Enrollment Total	Annual Sections	Annual Enrollment Total
BUS 2	Introductory Alphabetic Keyboarding	2	50	2	50
BUS 3	Intermediate Keyboarding	2	50	2	50
BUS 13A	Word for Windows I	2	50	2	50
BUS 13B	Word for Windows II	2	50	2	50
BUS 15X or CWEE 15X	Work Experience	2	50	2	50
BUS 28	Business Communication	2	80	2	80
BUS 35	Human Resources Management	2	80	2	80
BUS 67	Filing and Records Management	1	25	2	50
CIS 7	Computer Concepts	8	280	8	280
CIS 8	Microcomputer Operating Environment	1	25	2	50
CIS 34	Introduction to Spreadsheets	2	50	2	50

### 6. Place of Program in Curriculum/Similar Programs

The college currently has an A.S. degree in Business and an AA-T in Business administration with a variety of local certificates. The new Business Information Worker certificate is part of a series of certificates of achievement that are being developed within the Business field to match changing industry needs. In addition to the Business Information Worker certificate, the college is developing certificates of achievement in Accounting Information Worker and Entrepreneurship. The Business Information Worker Certificate is modeled after the Business Information Worker pathway that was established by the Sector Navigator. The BIW certificate has the support of the local CTE advisory committee and meets growing demand a variety of office jobs in the college's service area and across California.

### 7. Similar Programs at Other Colleges in Service Area

The Business Information Worker certificate is offered in various formats at numerous colleges throughout the region and the state to meet the high demand in this field. Colleges in the Central/Motherlode region have been working the Deputy Sector Navigator to align programs. Although there are other similar programs in the region, the labor market data in the region and the ability to use

the skills acquired in this certificate program outside of the region make it a needed and marketable certificate.

**8. Labor Market Information and Analysis (CTE only)**

**Attachment Required: Labor Market Information & Analysis (CTE only)**

The growth rates in this area reflect job growth rate for the area and reinforces the need for a program that prepares students for this occupation. Furthermore, students often travel outside the Central San Joaquin Valley to gain employment and have access to employment outside the region.

The Labor Market Data for the Business Information Worker occupations have been recently produced by the Centers of Excellence and are included in an attached document.

Central California Region Business Information Worker Occupations (2014-2017)									
SOC	Description	2014 Jobs	2017 Jobs	3-Year Change	3-Year % Change	3-Year Openings*	10 <sup>th</sup> Percentile Hourly Earnings	90 <sup>th</sup> Percentile Hourly Earnings	Typical Entry Level Education
43-4031	Court, Municipal, and License Clerks	1,340	1,415	75	6%	153	\$14.82	\$24.97	High school diploma or equivalent
43-4051	Customer Service Representatives	12,836	14,175	1,339	10%	2,481	\$10.76	\$26.92	High school diploma or equivalent
43-4071	File Clerks	2,622	2,614	(8)	(0%)	212	\$10.00	\$19.83	High school diploma or equivalent
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43-5071	Shipping, Receiving, and Traffic Clerks	6,857	7,147	290	4%	871	\$9.75	\$22.21	High school diploma or equivalent
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	20,627	21,840	1,213	6%	2,057	\$10.45	\$23.16	High school diploma or equivalent
43-9061	Office Clerks, General	26,627	27,743	1,116	4%	2,911	\$9.28	\$20.83	High school diploma or equivalent
43-9199	Office and Administrative Support Workers, All Other	5,917	5,956	39	1%	603	\$10.12	\$24.64	High school diploma or equivalent
<b>Total</b>		<b>89,181</b>	<b>93,850</b>	<b>4,669</b>	<b>5%</b>	<b>11,096</b>	<b>\$9.97</b>	<b>\$22.19</b>	

Source: Economic Modeling Specialists, International (EMSI), Q3 2015.

\*Openings=New and replacement jobs

Central California region includes the following counties:

- Alpine
- Amador
- Calaveras
- Fresno
- Inyo
- Kern
- Kings
- Madera
- Mariposa
- Marcad
- Mono
- San Joaquin
- Stanislaus
- Tulare
- Tuolumna



## **9. Employer Survey (CTE only)**

### **Attachment Required: Employer Survey (CTE only)**

Faculty does not believe a survey is needed as labor market data indicates a demand for employees with these skill sets. Valuable input was gathered from industry partners in recent advisory committee meetings and in collaboration with industry partners in the Career Pathways Trust grant.

## **10. Explanation of Employer Relationship (CTE only)**

The Business Information Worker Certificate of Achievement follows Title 5, section 51006 requirements and is not designed exclusively for individuals already employed by a particular employer or in a particular industry. This program is available to all interested students who are not already employed in that industry to obtain entry-level employment. Through the advisory committee, faculty contacts with industry, and through the Work Experience instructor the college is developing relationships with multiple businesses within the area to develop relationships for internship and job placement

## **11. List of Members of Advisory Committee (CTE only)**

- April Betterson-West Hills College Lemoore-CTE Academic Advisor
- David Rengh-West Hills College Lemoore-CIS Instructor
- Jonathon Giles-Lemoore Police Department
- Michelle Arenas-MSA- Employment Training
- Maribel Guzman-MSA- Employment Training
- Bobby Bossarte-CDRC- Information Technology
- Roxana Bojorge-Farmer Boys- Shift Leader
- Dan Beeler-HRCM- Adjunct Catering Supervisor
- Debbie Muro-LUHSD- Superintendent
- Loren Kelly-West Hills College Lemoore- Business Adjunct
- Diana Schartz-SI Leader- Business
- Wendy Denney-West Hills College Lemoore- Adjunct Counselor
- Brian Kron-West Hills College Lemoore-Business/CIS Instructor
- Reagan Roach-Harris Ranch- Executive Chef
- Angela Barginear-West Hills College Lemoore- Career Tech
- Jennifer Solis-FAST Credit Union- Vice President
- Jeff Garner-Kings County Action Organization- Director
- Margie Newton-Kings County Office of Education- Program Director
- Terry Davis-West Hills College Lemoore AOJ Instructor
- Monte Paden- West Hills College Lemoore Business/Entrepreneurship Instructor
- James Preston-West Hills College Lemoore- Dean of Educational Services

## **12. Recommendation of Advisory Committee (CTE only)**

During the CTE learning area advisory committee meeting in October 2015 the Business Information Worker certificate of achievement was discussed and met a positive response. This certificate will be beneficial to the students because it will give them credibility when applying for beginner position employment and at the same time they will be able to continue with their studies to achieve higher level certificates and degrees.

**Attachment Required: CTE Advisory Committee Approval Meeting Minutes (CTE only) Attached**

**Criteria C. Curriculum Standards**  
**Narrative Items #13 - 14**

**13. Display of Proposed Sequence**

The initial offering of the Business Information Worker certificate of achievement will be in an academy format with cohort classes that encourages co-enrollment in all of the courses in the program. The students will take classes on a two-day or three-day a week schedule with work experience built in during the final semester to provide an opportunity to put their newly acquired office skills into action. If the students follow the recommended pathway they can complete the certificate in two semesters.

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BUS 3	Intermediate Keyboarding	3.0
BUS 13A	Word for Windows I	1.5
BUS 13B	Word for Windows II	1.5
BUS 15X or CWEE 15XX	Work Experience	1.0
BUS 28	Business Communication	3.0
BUS 35	Human Resources Management	3.0
BUS 67	Filing and Records Management	2.0
CIS 7	Computer Concepts	3.0
CIS 8	Microcomputer Operating Environment	1.0
CIS 34	Introduction to Spreadsheets	3.0
	Total Units	25.0

**Course Sequence**

BUS 2: Introductory Alphabetic Keyboarding .....Fall Semester  
 BUS 13A: Word for Windows I.....Fall Semester 1<sup>st</sup> nine weeks  
 BUS 13B: Word for Windows II .....Fall Semester 2<sup>nd</sup> nine weeks  
 CIS 7: Computer Concepts.....Fall Semester  
 CIS 8: Microcomputer Operating Environment .....Fall Semester  
 CIS 34: Introduction to Spreadsheets.....Fall Semester  
 BUS 3: Intermediate Keyboarding.....Spring Semester  
 BUS 28; Business Communication.....Spring Semester  
 BUS 35: Human Resources Management.....Spring Semester  
 BUS 67: Filing and Records Management.....?  
 WE 15XX or BUS 15XX- Work Experience .....Spring or Summer semester

**14. Transfer Applicability (if applicable)**

N/A

## **Criteria D. Adequate Resources**

### **Narrative Items #15 – 18**

#### **15. Library and Learning Resources Plan**

No additional library and learning resources will be required beyond the college's current resources.

#### **16. Facilities and Equipment Plan**

No additional facilities and equipment resources will be required beyond the college's current resources.

#### **17. Financial Support Plan**

No additional financial support resources will be required beyond the college's current resources.

#### **18. Faculty Qualifications and Availability**

No new faculty will be needed, and no additional costs will be incurred. All of the faculty that will teach in this program meet the State minimum qualifications and possess knowledge and experience in this program area. However, the growing offerings in the Business and Computer Information Systems programs tied to this certificate will become a priority for new faculty hires in the next two years.

## **Criteria E. Compliance**

### **Narrative Items #19 - 21**

#### **20. Based on Model Curriculum (if applicable)**

The Business Information Worker Certificate of Achievement is based on the statewide conceptual pathway that was designed by the Sector Navigator and is currently being offered at dozens of community colleges throughout the state of California.

#### **21. Licensing or Accreditation Standards**

There are no licensing or accrediting standards that apply to this program. No additional student selection criteria is required, this program complies with California Code of Regulations, title 5 section 55201 and 58106.

#### **22. Student Selection and Fees**

There are no additional fees required beyond those identified in California Education Code section 76300.

West Hills College Lemoore CTE Advisory Committee Meeting  
West Hills College Lemoore- Room 256  
Monday, October 5<sup>th</sup>, 2015

**Members present:**

- April Betterson-West Hills College Lemoore-CTE Academic Advisor
- David Rengh-West Hills College Lemoore-CIS Instructor
- Jonathon Giles-Lemoore Police Department
- Michelle Arenas-MSA- Employment Training
- Maribel Guzman-MSA- Employment Training
- Bobby Bossarte-CDRC- Information Technology
- Roxana Bojorge-Farmer Boys- Shift Leader
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- James Preston-West Hills College Lemoore- Dean of Educational Services

**Minutes by:** Sheryl Shortnacy- West Hills College Lemoore- Senior Secretary

**1. Call to Order**

J. Preston called the meeting to order at 5:31 p.m.

**2. Additions to the Agenda**

There were no additions or changes to the agenda.



### **3. Introduction of members**

J. Preston asked everyone to introduce themselves

### **4. JP Updates**

#### **a. Campus Updates (President, Student Center, CTE Enhancement Funds, Eagle Express)**

J. Preston reported that Don Warkentin will be retiring in December and the new president Dr. Kristian Clark will take over in January. The student center is under construction and is planned to be completed in October 2016. West Hills College Lemoore has received local and regional CTE Enhancement funds. Some of the funds will be used for a new CTE Center on campus. Eagle Express is our mobile food kiosk that is open to everyone to purchase food items. The kiosk is run by WHCL culinary and business students and is a VTEA-funded project.

#### **b. CTE Advisory Committee Member Responsibilities**

J. Preston asked all CTE Advisory Committee members to attend 3 meetings a year, review all documents and give input.

#### **c. CTE 2015-16 Mission**

J. Preston reported on what the mission is for CTE learning area 2015-2016.

##### **i. New Certificates**

J. Preston reported that new certificates are being developed this year with a goal of completing 6 or more.

##### **ii. CTE Academy Model**

J. Preston reported on the CTE Academy that has started this year. There are 26 students in the new programming academy that is funded through the IDRC grant and the students will complete the program in one year. The students received free textbooks for the academy. This is a pilot program.

##### **iii. CTE Center**

J. Preston reported that a new CTE Center is in the process of being created. One key element will be internship development and placement.

### **5. New Business/Action Items- presentation, input, discussion, consideration of approval**

D. Rengh gave a presentation on Programming, Networking and Security proposed certificate programs which included program objectives and a timeline for development.

#### **a. ICT/CIS Certificates**

##### **i. Programming**

D. Rengh shared the curriculum and program information for a proposed certificate in programming. He reported that the Programming academy started in the 2015 Fall

semester and filled up right away. D. Rengh asked for input and suggestions on the certificate and discussion followed.

**ii. Networking**

D. Rengh shared the curriculum and program information for a proposed certificate in networking. He reported that the Networking academy is planned to start in the 2016 Fall semester. D. Rengh asked for input and suggestions on the certificate and discussion followed.

**iii. Security**

D. Rengh shared the curriculum and program information for a proposed certificate in security. He reported that the Security academy is planned to start in the 2017 Fall semester. D. Rengh asked for input and suggestions on the certificate and discussion followed.

After the presentation on proposed ICT certificates a motion was made to approve them by Debbie Muro-LUHSD Superintendent and seconded by Jeff Garner-Kings County Action Organization-Director. A vote was called for and the motion passes unanimously, no abstentions.

**b. Business Certificates**

B. Kron reported on Business Certificate programs and handed out a pamphlet that outlined the courses needed for Business Management/Entrepreneurship, Business Information Worker and Accounting Information Worker.

**i. Bookkeeping**

B. Kron shared the curriculum and program information for a proposed certificate in Bookkeeping/Accounting Information Worker. B. Kron asked for input and suggestions on the certificate and discussion followed.

**ii. Business Information Worker/Office Tech**

B. Kron shared the curriculum and program information for a proposed certificate in Business Information Worker/Office Tech. B. Kron asked for input and suggestions on the certificate and discussion followed.

**iii. Entrepreneurship**

B. Kron shared the curriculum and program information for a proposed certificate in Entrepreneurship. B. Kron asked for input and suggestions on the certificate and discussion followed.

After the presentation on the proposed Business Certificate programs a motion was made to approve them by Jennifer Solis-FAST Credit Union VP and seconded by Reagan Roach-Harris Ranch Executive Chef. A vote was called for and the motion passes unanimously, no abstentions.

#### **6. Suggestions and Input from CTE Advisory Committee**

J. Preston asked for input from the CTE Advisory Committee. One suggestion was to invite guest speakers from businesses to come and present to their students. Another suggestion was to change the meeting time to 9:00-11:30am or 2:00-5:00pm.

#### **7. Agenda Items for Future Meetings and Upcoming Events**

J. Preston went over future agenda items and asked for input. A suggestion was made to add E. Guest Speakers. The following items will be on the agenda for the next advisory committee meeting.

- a. Labor Market Data**
- b. New Certificates (Commercial Energy Auditing, Project Management)**
- c. CTE Outcomes Survey Results**
- d. Guest Speakers**

#### **8. Adjourn**

Meeting adjourned at 7:01 p.m.

**Central California Region  
Business Information Worker Occupations (2014-2017)**

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Amador	Merced
Calaveras	Mono
Fresno	San Joaquin
Inyo	Stanislaus
Kern	Tulare
Kings	Tuolumne
Madera	



**The Information and Communication Technologies & Digital Media**  
Sector Navigation Team  
CALIFORNIA COMMUNITY COLLEGES