

CTE Program Narrative

NAME OF COLLEGE: San Joaquin Delta College

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DATE: 4/21/2017

DIVISION: Applied Science, Business, and Technology

FACULTY: Martha Villarreal

PROGRAM NAME: Entrepreneurship

REASON FOR APPROVAL REQUEST (Check One):

- New Program Proposal
- Program Revision Proposal (Substantial or TOP Code Changes)
- Locally Approved

TYPE OF DEGREE:

- Certificate of Achievement
- Associate of Arts
- Associate of Science
- Associate of Arts for Transfer
- Associate of Science for Transfer
- Other

TRANSFER APPLICABILITY: Yes No

ATTACHMENTS/INFORMATION REQUIRED:

Labor/Job Market Data and Analysis
Advisory Committee Meeting Minutes
List of Advisory Committee Members
Employer Survey, if applicable

1. Statement of Program Goals and Objectives

Identify the goals and objectives of the program. For CTE programs, the statement must include the main competencies students will have achieved that are required for a specific occupation. The statement must, at a minimum, clearly indicate the specific occupations or fields the program will prepare students to enter and the basic occupational competencies students will acquire.

If the program is selective, describe relevant entry criteria and the selection process for admission to the program. Specify all mandatory fees that students will incur for the program aside from the ordinary course enrollment fee.

1. Demonstrate critical thinking skills enabling students to identify and evaluate entrepreneurial opportunities, manage risks and learn from results.
2. Identify personal entrepreneurship traits and interests as a means of personal empowerment.
3. Understand the benefits and embrace the entrepreneurial mindset whether they are self-employed or employed by others.
4. Prepare and present an organized plan of action that will assist the entrepreneur in a new business launch.

2. Catalog Description

Enter exactly as it will appear in the catalog, including program outcomes. The description must also

- *Convey the certificate's goals(s) and objectives*
- *Provide an overview of the knowledge and skills that students who complete the requirements must demonstrate (student learning outcomes)*
- *List all prerequisite skills or enrollment limitations*
- *Mention any risks, such as occupations that are inherently competitive or low-salaried and/or occupational areas where inexperienced graduates are not generally hired.*
- *For CTE programs, the description must list the potential careers students may enter upon completion.*
- *Convey what the student may expect as an outcome*

If applicable, reference accrediting and/or licensing standards. If there is a widely recognized certification provided by a professional association, specify whether the program will fully prepare completers for the recognized professional certification.

The Entrepreneurship certificate prepares students to launch a new business. The focus is on developing the entrepreneurial mindset, identifying and evaluating business opportunities, pitching the business idea, and developing a business plan.

Program Learning Outcomes

1. Students will apply marketing, sales, advertising and customer service strategies to launch successful businesses.
2. The student will demonstrate the understanding of basic bookkeeping as well as the area of risk management.
3. The student will demonstrate the knowledge needed to create and effectively pitch the business plan to prospective lenders and investors.

4. Program Requirements

The program requirements must be consistent with the catalog description. The number of units, specific course requirements and the sequence of the courses must be coherent, complete and appropriate. Display the program requirements in a table format that includes all courses required for completion of the program (core requirements and required or restricted electives), subtotal of core units, and total program units. For each course, indicate the course department number, course title, and unit value.

Display of Program Requirements

| Core Courses | Title | Course Units | Units |
|---|---|---------------------|--------------|
| BUS 10A | Bookkeeping | | 3 |
| BUS 28 | Entrepreneurial Mindset | | 3 |
| BUS 29 | Introduction to Entrepreneurship | | 3 |
| BUS 60 | Small Business Management | | 3 |
| Restricted Elective Courses | Title | | |
| BUS 21 | Marketing | 3 | 6 |
| BUS 22 | Professional Selling | 3 | |
| BUS 89 | Quickbooks | 2 | |
| BUS 94A | Small Business Start-up | 1 | |
| BUS 94B | Essential Topics for Small Business | 1 | |
| BUS 94C | The New Entrepreneur | 1 | |
| BUS 94D | The Law and the Small Business | 1 | |
| BUS 94E | Marketing and Advertising Strategies for Small Business | 1 | |
| BUS 94F | Customer Service Strategies | 1 | |
| Total Units Required for Certificate | | | 18 |

Display of Proposed Sequence

| | | | |
|-----------------------------|---------|---|------------|
| Core Courses | BUS 10A | Bookkeeping | Semester 2 |
| | BUS 28 | Entrepreneurial Mindset | Semester 1 |
| | BUS 29 | Introduction to Entrepreneurship | Semester 2 |
| | BUS 60 | Small Business Management | Semester 2 |
| | | | |
| Restricted Elective Courses | BUS 21 | Marketing | Semester 1 |
| | BUS 22 | Professional Selling | Semester 1 |
| | BUS 89 | Quickbooks | Semester 2 |
| | BUS 94A | Small Business Start-up | Semester 1 |
| | BUS 94B | Essential Topics for Small Business | Semester 1 |
| | BUS 94C | The New Entrepreneur | Semester 1 |
| | BUS 94D | The Law and the Small Business | Semester 2 |
| | BUS 94E | Marketing and Advertising Strategies for Small Business | Semester 2 |
| | BUS 94F | Customer Service Strategies | Semester 2 |

Proposed Sequence

| | Units |
|----------------|-----------|
| Year 1, Fall | 9 |
| Year 1, Spring | 9 |
| Total | 18 |

5. Master Planning (Background and Rationale)

Given the stated goals and objectives, address the role the proposed program will fulfill in the college's mission and curriculum offerings. This discussion may include some history of the program proposal origins, a description of the program purpose, and/or the program's relevancy for the region and college.

The proposal must demonstrate a need for the program that meets the stated goals and objectives in the region the college proposes to serve with the certificate. A proposed new certificate must not cause undue competition with an existing program at another college.

If any expenditures for facilities, equipment or library and learning resources are planned, please explain the specific needs in this section.

If the program is to be offered in close cooperation with one or more specific employers, a discussion of the relationship must be provided.

The Entrepreneurship Certificate is designed to prepare students to identify and evaluate entrepreneurial opportunities, embrace the entrepreneurial mindset, and prepare for a new business launch. This program has been designed in part with the assistance of industry partners and Advisory Board members. The program is tied to existing business, accounting and entrepreneurship courses. Students entering the Entrepreneurship Certificate of Achievement Program may continue and complete the Small Business Certificate of Achievement and or/the future Small Business Associate of Science degree.

6. Need for Program

a. Enrollment and Completer Projections

Address and justify the number of projected students or “annual completers” to be awarded the certificate each year after the program is fully established.

| | | 2014-2015 | | 2015-2016 | |
|--------------------------------|---|-------------------|-------------------------|-------------------|-------------------------|
| CB01: Course Department Number | CB02: Course Title | Annual # Sections | Annual Enrollment Total | Annual # Sections | Annual Enrollment Total |
| BUS 010A | Bookkeeping | 6 | 197 | 5 | 197 |
| BUS 021 | Marketing | 5 | 274 | 5 | 263 |
| BUS 022 | Professional Selling | 3 | 183 | 3 | 194 |
| BUS 029 | Introduction to Entrepreneurship | | | 2 | 63 |
| BUS 060 | Small Business Management | 3 | 177 | 3 | 166 |
| BUS 089 | QuickBooks | | | 2 | 48 |
| BUS 094A | Small Business Start Up | 1 | 71 | | |
| BUS 094B | Essential Topics for Small Business | 1 | 61 | | |
| BUS 094C | The New Entrepreneur | 1 | 46 | | |
| BUS 094D | The Law and the Small Business | 1 | 50 | | |
| BUS 094E | Marketing and Advertising Strategies for Small Business | 1 | 49 | | |
| BUS 094F | Customer Service Strategies | 1 | 56 | | |

Data provided by San Joaquin Delta College, Institutional Research and Effectiveness

Annual Completers – Projected: 5

b. Labor Market Information (LMI)

Summarize the Labor Market Information (LMI) and employment outlook (Including citation for the source of the data) for students exiting the program.

Enter table or chart as a separate attachment.

See Supporting Documentation below

c. Employer Survey (if applicable)

When strong LMI data is not available, an employer survey may be submitted. Provide a copy of the survey, including the number of those surveyed, number of responses, and a summary of the results. The survey must address the extent to which the proposed degree or certificate will be valued by employers.

Not applicable

7. Place of Program in Curriculum/Similar Programs

Review the college’s existing program inventory, then address the following questions:

- Do any active inventory records need to be made inactive or changed in connection with the approval or the proposed program? If yes, please specify.
- Does the program replace any existing program(s) on the college’s inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).
- What related programs are offered by the college?

The Certificate of Achievement in Entrepreneurship will be housed in the Applied Science, Business, and Technology Division at the college. Currently, there are no existing programs that address the specific needs of entrepreneurs.

- No active inventory records need to be made inactive or changed in connection with the approval or the proposed program.
- This new program does not replace any existing program(s) on the college’s inventory.
- There are no other related programs.

8. Similar Programs at Other Colleges in Service Area

List similar programs offered at other colleges within the Central/Mother Lode Region that may be adversely impacted. Enter ‘none’ if there are no similar programs.

| College | Program |
|---------|---------|
| None | |

Supporting documentation required

Labor Market Information

In a separate attachment, provide current Labor Market Information showing that jobs are available for program completers within the local service area. Statewide or national LMI may be included as supplementary support but evidence of need in the specific college service area or region is also necessary.

With so many entrepreneurs and small business driving our economy, it is crucial that California Community Colleges prepare our future workforce with entrepreneurial skills. According to the [Kauffman Foundation](#), Small Businesses comprise of 98% of all businesses in the state and support 87% of total private sector jobs. www.SmallBusinessSector.net

Entrepreneurship plays a vital role in the growth of the U.S. economy. As the primary source for information on the nation's labor market, the U.S. Bureau of Labor Statistics (BLS) collects data on new businesses and job creation. The following link provides insight on the contribution of young and small businesses to the overall number of businesses and jobs in the economy.

<https://www.bls.gov/bdm/entrepreneurship/entrepreneurship.htm>

List of Members of Advisory Committee

This list must include advisory committee member names, job titles, and affiliations.

| Name | Title |
|---|---|
| Martha Villarreal, Dean Danielson, Andrezj Kobalanski, Roger Waller | Professors, Delta College |
| Les Fong | Fong Advertising |
| Bertram Chatman | Business Owner |
| Jonise Oliva | Business Owner |
| Roy Morales | Chase Chevrolet |
| Hon. Ron Northup | Superior Court Judge |
| Salvador Vargas | Dean, CTE Workforce Development, Delta |
| Gillian Murphy | Dean, Applied Science, Delta College |
| Jonathan Garzoli | Attorney, Business Owner |
| Nate McBride | Director, Small Business Development Center |
| Lorinda Forest | Deputy Sector Navigator, Doing What Matters |
| Jasmine Leek | 3rd City Coalition |
| Matthew Aman | Executive Director, Huddle |
| Rex Woodrum | Owner, Stockton Clothing |

Recommendation of Advisory Committee (Meeting Minutes)

In a separate attachment, provide minutes of the advisory committee meetings at which the program was discussed and approved, with relevant areas highlighted, as well as a summary of the advisory committee recommendations.

See Minutes below



San Joaquin Delta College

5151 Pacific Avenue • Stockton, CA 95207 • (209) 954-5230

Recorder:

Steven McCarty

Attendees:

Dean Danielson, Tammy Drescher, Les Fong, Jonathan Garzoli, Kathy Huff, Andrew Kobylanski, Jasmine Leek, Charles Lyles, Steven McCarty, Rafael Medina, Gillian Murphy, Jennie Noriega, Ron Northrup, Leticia Parises, Waqar Rizvi, Martha Villarreal, Chris Wardell, Gail Wardell

Absent:

San Joaquin Delta Community College District serves the needs of students and the District community by providing excellent post-secondary education to the associate degree level, general education and preparation for transfer to other post-secondary institutions, career and technical education, economic development, and the development of intellectual autonomy. To achieve this objective, the faculty and staff are committed to offering high quality instructional programs, student services, and efforts to enhance the public good.

Using the institution's governance and decision-making process, the institution reviews its mission statement on a regular basis and revises it as necessary.

Applied Science, Business and Technology

Business & Accounting

Advisory Committee

Minutes

Welcome and Introductions

December 6, 2016 meeting called to order at 5:05 pm by Les Fong.

Approval of Minutes

Members were asked to review minutes from the May 10, 2016 meeting. Minutes were approved by the Committee.

Old Business

Gillian Murphy welcomed Steven McCarty as the new Associate Professor of Business Law.

Program Updates

- Paralegal program – S. McCarty

1. Steven McCarty distributed two handouts and presented information regarding the proposed paralegal program and the proposed Law, Public Policy, and Society degree.
2. Jonathan Garzoli recommended looking at the American Bar Association's website for information regarding designing and implementing a paralegal program.
3. Steven McCarty motioned for approval from the Advisory Committee to move forward with continuing to explore the feasibility of a paralegal program, including the potential application for CTE funds and Strong Workforce funds for related purposes, as well as to proceed with the development of a Law, Public Policy, and Society degree and/or certificate program. Ron Northrup seconded the motion. The Advisory Committee unanimously approved the motion to move forward with both programs as indicated, including potentially seeking funding.

Rev: 11/15

- Business Information Worker program – J. Noriega

4. Jennie Noriega distributed a handout and presented on the Business Information Worker program. The program has received grant funding for marketing and includes multiple opportunities for students to earn certificates of achievement, including for Business Information Worker I and Business Information Worker II coursework completion. The program might include a degree option in the future.
5. Les Fong suggested that Jennie Noriega consider including working with Worknet in the future.

6. Jennie Noriega motioned to accept and continue with the program, which Dean Danielson seconded. The Advisory Committee unanimously approved the motion to move forward with the program.
- Retail Management Certificate / WAFC – A. Kobylanski
 7. Andrew Kobylanski distributed a handout and presented information regarding a retail management certificate. Delta College's retail management program was certified by the Western Association of Food Chains (WAFC). The program has received grant funding to market the program. In order to be competitive with the industry standard, Delta College's certificate program should eliminate three courses from its course requirements.
 8. Andrew Kobylanski motioned to eliminate three courses from the retail management certificate program: Math 77A, BUS 17, and BUS 10A. Chris Wardell seconded. The Advisory Committee unanimously approved the motion.
 9. Members of the Advisory Committee, including Jasmine Leek, suggested that an entrepreneurship class be required under the certificate, and Andrew Kobylanski stated that similar principles of entrepreneurship are covered in BUS 24.

New Business

- CTE Funding received 2016-2017 – K. Huff/M. Villarreal
 10. Kathy Huff presented that there was a Perkins grant allocation of \$5,000 to attend a conference for professional development. The conference was organized by the National Association for Community College Entrepreneurship (NACCE), and the funds allowed for the attendance and participation of Kathy Huff, Andrew Kobylanski, and Martha Villarreal. The conference provided the opportunity to network with others working in entrepreneurship at community colleges, which has assisted with the further development of Delta College's Business Plan Challenge.
 11. Kathy Huff also presented about the Business Plan Challenge, which provided students an opportunity to present a business plan, to receive constructive feedback in a competitive environment, and to win prize money.
- CTE Funding request 2017-2018
 12. Kathy Huff requested support to apply for more funding to continue to go to conferences to learn more about methods of educating students to prepare business plans and to become more successful entrepreneurs.
 13. Gillian Murphy asked if there might also be something else to use CTE funds for in the future.
 14. Charles Lyles suggested organizing an entrepreneurship lab for students to obtain experience in multiple aspects of entrepreneurship.
 15. Jasmine Leek mentioned the potential to work with Centro Community Partners from Oakland, as well as the Downtown Stockton Alliance, to provide opportunities for students to practice entrepreneurship on or off campus.
 16. Andrew Kobylanski mentioned the potential to develop an e-commerce course. Andrew motioned for support to pursue CTE funding for the development of the e-commerce course, as well as to purchase two to three computers for students to work on in a classroom setting. Gillian Murphy suggested that software should also be requested for the computers.
 17. It was motioned and seconded to apply for CTE funding to develop courses to accommodate a variety of different learning styles, including development of an e-commerce course, to develop an

entrepreneurship lab, to purchase computers, and/or to purchase software, including software to accommodate different learning styles. The advisory committee unanimously approved the motion. As explained by Kathy Huff, this funding request also includes a potential for CTE funding to assist with the development of an online accounting course related to QuickBooks.

- Core indicators- K. Huff/M. Villarreal

- Discuss and develop plan for 2017-2018 indicators

18. Martha Villarreal presented that CTE funds target a diversity of student populations, including students who are disabled, economically disadvantaged, in nontraditional careers, single parents, displaced homemakers, English learners, incarcerated individuals, and other nontraditional students. Martha asked the Committee if the entrepreneurship program, as well as other programs discussed at the meeting (including the paralegal program and the retail management program) will target these special student populations. Charles Lyles and Jasmine Leek mentioned that the entrepreneurship program will benefit the targeted groups. Rafael Medina also mentioned that the retail management program and the paralegal program would be helpful to the targeted populations and that he had heard of interest amongst students for such programs. Gillian Murphy mentioned that faculty are regularly seeking ways to bring in underrepresented groups through program development.
19. Jasmine Leek asked if there are opportunities to advocate for funding for these programs. Gillian Murphy mentioned that the funding is formulaic. Jasmine Leek asked if there might be other community partnerships that could be formed for funding.

- Review course prerequisites and co-requisites* – N/A

20. N/A

- Business Dept. Direction/Overview – Gillian Murphy

21. Gillian Murphy mentioned that many community colleges are having budgetary challenges, which is partially the result of students taking fewer classes. Delta College is under its cap for enrollment, and the college cannot continue to offer a great deal of classes that are not filling up. In the process of eliminating classes, any course that did not have a certificate or degree attached to it was cut first. Courses that could be offered only once a year were also cut in this process. The total amount of courses cut was equivalent to the course load of just over 10 full-time faculty members. In response to this budgetary climate, Delta College is attempting to retain students, to encourage students to take more classes, and to get new students. Gillian Murphy mentioned the need to emphasize the relative affordability of Delta College and that anything that can be done to bring and keep students is appreciated. Despite the budgetary challenge, Gillian Murphy mentioned that five new faculty members will be added in 2017-2018.
22. Gillian Murphy also mentioned that there is now a two-year program in Business. If students start in the cohort and are college-ready in math and English, then students are guaranteed to complete in two years by progressing in the prescribed program.
23. Gillian Murphy announced that she will be retiring on March 17, 2017.
24. Chris Wardell mentioned that students are comfortable taking fewer courses. Jasmine Leek and Charles Lyles mentioned that students are taking less units often because they are working or volunteering in the community and/or on campus. Gillian Murphy mentioned that students can obtain units for work experience and that many students have the capacity to take more units, although some would not be able to do so. Rafael Medina mentioned services on campus could

help incoming students build a mindset of putting together a good balance of courses to achieve 12 units a semester.

- Small Business/Entrepreneurship Certificates of Achievement – M. Villarreal

25. Martha Villarreal presented that certificates for small business and for entrepreneurship are under consideration for approval. Additionally, the Entrepreneurial Mindset course will likely be offered in Fall 2017.

26. Dean Danielson motioned for approval from the Advisory Committee to move forward with the Small Business and Entrepreneurship Certificates of Achievement. Rafael Medina seconded the motion. The Advisory Committee unanimously approved the motion to move forward.

Other

- Accounting Department Update – K. Huff

27. Kathy Huff requested Advisory Committee approval to apply for CTE or Strong Workforce funding for online course development in accounting for Quickbook, which was approved along with the motion approved earlier in the meeting. Chris Wardell mentioned that the PDC may have software available.

Next Meeting

Next meeting suggested for late April or May 2017.

Adjournment

Meeting adjourned at 6:25 pm.