NARRATIVE TEMPLATE for Associate of Science in Business Management with an emphasis in Entrepreneurship

Item 1. Program Goals and Objectives
The goal of this degree is designed to meet local community needs as addressed in attached advisory board minutes. Porterville College's two-year Business Management degree prepares a student to work in an exciting and growing field. Areas of emphasis (Entrepreneurship, Accounting, Logistics, and Human Resources) provide focus in a specific industry with growing needs. Successful graduates are in great demand and enjoy health and life insurance, excellent working conditions and other fringe benefits such as modern offices. Graduates have a wide range of career options including: business, industry, and research. They work in multiple specialty areas including: accounting, finance, marketing, management, human resources, logistics, and information systems. Career opportunities are expected to continue to be strong in these areas.

Upon completion of the program the student will be able to:

1. Analyze business, economic, or financial principles and explain their application to the real-world.
2. Apply written and verbal communication skills in a business relationship, a teamwork setting or a leadership position.
3. Apply the importance of Ethical behavior in the business environment.
4. Demonstrate technological competency by using technology effectively in the business environment or workplace.

Item 2. Catalog Description
The Associate of Science Degree in Business Management is designed for students who wish to have a broad knowledge of business management plus additional coursework in an area of emphasis. This area of emphasis would be an ideal choice for students wishing to pursue a specific career in the management field. Graduates have a wide range of career options including: business, industry, and research. They work in multiple specialty areas including: accounting, finance, marketing, management, human resources, logistics, and information systems. Career opportunities are expected to continue to be strong in these areas.

Upon Completion of the program the student will be able to:

1. Analyze business, economic, or financial principles and explain their application to the real-world.
2. Apply written and verbal communication skills in a business relationship, a teamwork setting or a leadership position.
3. Apply the importance of Ethical behavior in the business environment.
4. Demonstrate technological competency by using technology effectively in the business environment or workplace.
Required Core (20 units)

BSAD P101 Introduction to Business 3 units
Or
BSAD P160 Introduction to Entrepreneurship 3 units *
BSAD P140 Business Law 3 units
MKTG P124 Principles of Marketing 3 units
BSAD P155 Business Statistics 3 units
INFS P001 Introduction to Computers 3 units
Or
INFS P100 Introduction to Information Systems 3 units
ACCT P010 Practical Accounting 3 units
Or
ACCT P110 Financial Accounting 3 units**
BSAD P162 Entrepreneur Mentor/Internship 2 units

Choose one area of emphasis (6-9 units)

* Students with an emphasis in Entrepreneurship are required to take BSAD P160
** Students with an emphasis in Accounting are required to take ACCT P110

Entrepreneurship emphasis (6 units required)

BSAD P161 Entrepreneur Business Management 3 units
BSAD P165 Entrepreneurial Finance 3 units

General Education: In addition to completing the major requirements, students must also complete one general education pattern.
1. PC General Education Pattern
2. IGETC Pattern
3. CSU General Education Pattern.

Electives as need to complete the 60 minimum unit to complete the degree.

Item 3. Program Requirements

The degree program requires 26 units for completion; all are required units. The required courses include Introduction to Business or Introduction to Entrepreneurship, Business Law, Principles of Marketing, Business Statistics, Introduction to Computers or Introduction to Information Systems, Practical Accounting or Financial Accounting, Entrepreneur Business Management, Entrepreneurial Finance, and Entrepreneur Mentor/Internship.
## Associate of Science in Business Management with an emphasis in Entrepreneurship

<table>
<thead>
<tr>
<th>Requirement</th>
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<th>Name</th>
<th>Units</th>
<th>Sequence</th>
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<td>Required Core (20 units)</td>
<td>BSAD P101 Or BSAD P160</td>
<td>Introduction to Business Or Introduction to Entrepreneurship</td>
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<td>BSAD P140</td>
<td>Business Law</td>
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<td>Principles of Marketing</td>
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<td>BSAD P155</td>
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<td>INFS P001 Or INFS P100</td>
<td>Introduction to Computers Or Introduction to Information Systems</td>
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<tr>
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<td>ACCT P010 Or ACCT P110</td>
<td>Practical Accounting Or Financial Accounting</td>
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<tr>
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<td>BSAD P162</td>
<td>Entrepreneur Mentor/Internship</td>
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<td>Yr. 2 Spring</td>
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<tr>
<td>Two courses (6 units)</td>
<td>BSAD P161</td>
<td>Entrepreneur Business Management</td>
<td>3</td>
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<tr>
<td></td>
<td>BSAD P165</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
<td>Yr. 2 Spring</td>
</tr>
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Required Major Total: 26 units
Local GE Requirement: 22 units*
TOTAL UNITS: 60 units

*12 units of the major requirement will be double counted toward the local GE requirement

The goal of this degree is designed to meet local community needs as addressed in attached advisory board minutes.

Proposed Sequence:
Year 1, Fall = 15 units
Year 1, Spring = 15 units
Year 2, Fall = 15 units
Year 2, Spring = 15 units
TOTAL UNITS: 60 units

### Item 4. Master Planning
Porterville College’s Business program goal is to provide a quality education for a diverse population of students with all available resources while contributing to the overall enhancement of the institution. The program currently offers degrees and certificates in Business, Business Administration, Entrepreneurship, and Logistics Management. This program continues to show substantial growth. Some examples of this growth are 76 course sections were offered for the 2011/12-2013/14 period. FTES for the same three year period is 116.5. A total of 85 Associate degrees have been awarded in the three year period 2011/12 through 2013/14, 10 of those degrees were AS-T's. This is a 74% increase over the three previous academic year's total of 65. (2008/09 through 2010/11) The diversity of the program is also reflected in the 6 Certificates of Achievement that have been awarded during the same period. Porterville College's Business program does not have an area of emphasis in Entrepreneurship; however, there is an increasing demand from our business partners to provide an entrepreneurship option. It is important to offer students the opportunity to have a specific industry focus while meeting the growing industry need. Additionally, it is important to create a degree program that allows students to be counted as completers in the California Community College System.

In collaboration with the local advisory board the degree was developed and on April 12, 2016 the Business and Finance Advisory Board approved the Associate in Science Business Management with an emphasis in Entrepreneurship.

Item 5. Enrollment and Completer Projections
Porterville College’s Business program goal is to provide a quality education for a diverse population of students with all available resources while contributing to the overall enhancement of the institution. The program currently offers degrees and certificates in Business, Business Administration, Entrepreneurship, and Logistics Management. This program continues to show substantial growth. Some examples of this growth are 76 course sections were offered for the 2011/12-2013/14 period. FTES for the same three year period is 116.5. A total of 85 Associate degrees have been awarded in the three year period 2011/12 through 2013/14, 10 of those degrees were AS-T's. This is a 74% increase over the three previous academic year's total of 65. (2008/09 through 2010/11) The diversity of the program is also reflected in the 6 Certificates of Achievement that have been awarded during the same period.

EMSI data indicates that small business/entrepreneurship occupations are projected to grow within the four-county region by 4.8% 2015-2018. Small business/entrepreneurship occupations specifically expect a projected three-year growth of 4.8% regionally, 5.8% statewide, and 5.3% nationally. Average hourly earnings for management all other are $23.33 regionally and $24.29 nationally. Entrepreneurship and small business ownership salaries are not documented in the EMSI data. Management all other average hourly earnings should be considered a baseline for small business/entrepreneurship.

Projections for number of completers = 20
Item 6. Place of Program in Curriculum/Similar Programs

Associate of Science in Business Management with an emphasis in Entrepreneurship will be offered through the Career and Technical Education Division. Currently the program is not directly related to any other programs within the college.

Item 7. Similar Programs at Other Colleges in Service Area

There are three Business Management programs that host certificates and/or degrees within Tulare and Kern Counties; Bakersfield College (60 miles), Cerro Coso College (278 miles), and College of The Sequoias (45 miles). With the growing demand in the Business Management field, it is necessary for Porterville College to offer this degree as the college is the the middle point between Bakersfield College and College of The Sequoias. Cerro Coso College serves another service area.
PAB Academy of Finance
Advisory Board Meeting Minutes
Tuesday, April 12, 2016
4:00 PM
PHS Career Center

In attendance:
Bill Kunelis, Porterville High School
Dennis Sexton, Capital Services
Dustin Della, Chair, SunCrest Bank
George Martinez, St Anne’s Parish
Gordon Young, Pan American Bank
Jan McKinley, CPA, Retired
Kate Brackley, Porterville High School
Michele Halopoff, Porterville High School
Raul Pickett, Credit Union CEO, Retired
Sam Aunai, Porterville College

1. Introductions were made
2. Dustin Della opened meeting at 4:03 PM.
   a. Review/Approval of Minutes
      i. Motion to approve: Dennis Sexton, 2nd: Jan McKinley, ALL IN FAVOR
   b. Review and Approve Agenda
      i. Motion to approve: Dennis Sexton, 2nd: Jan McKinley, ALL IN FAVOR
3. Director’s Report – Michele Halopoff
   a. Grade level meetings with Advisory Board for Culminating Projects
      i. Michele:
         1. Very productive meeting
         2. New ideas were offered
         3. Changes have been implemented, adjustments made
      ii. Dustin (board members perspective):
          1. Discussion with faculty was very productive – teacher input was great
          2. Business industry is always a work in progress
          3. Looking forward to improvements
          4. Thanked Michele for organizing meetings
   b. Leadership Simulcast - April 13
      i. PUSD Transportation was denied
      ii. Michele and Julie will drive students to the event (PAB van and Julie’s car)
   c. Sophomore Mentor Conference - April 15
      i. Board received email just yesterday inviting them to the conference
   d. Senior Mock Interviews – April 26, 27, & 28, from 1:40 – 3:20
      i. We’re having to work around testing schedule
      ii. Board members thought just one interviewer per student would be fine
      iii. Interviewers would like copies of different jobs/positions students are applying for – Michele will send to them
      iv. Jan suggested public services jobs (fire, police, etc.)
      v. Gordon – students should research companies to be more prepared for interview
      vi. Dustin asked how interview performance is graded – Michele explained Evaluation rubric, quality of resume, along with verbal performance
   e. Overnight Fieldtrip to CSU Monterey Bay and UC Santa Cruz – May 5 & 6
   f. Sophomore Culminating Projects – May 16 & 17, from 8:15 am – 11:00 am
      i. Formal presentations
   g. Senior Culminating Projects – May 18, 19, & 20, from 8:15 – 10:05 am
      i. Formal presentations
   h. Junior Culminating Projects – May 23, 24, & 25, from 12:10 pm – 2:30 pm
      i. One-on-one (student and board member) sharing stock portfolio
i. Freshmen Culminating Projects – May 26 & 27, from 10:10 am – 1:00 pm
   i. Financial Literacy Fair

j. Pathway Exhibition – May 25 & May 26, from 4:00 pm – 6:00 pm
   i. PUSD wants to bring more awareness to elementary-level students

k. PAB Recruitment Video (determine the events we want to highlight in our video)
   i. Michele mentioned the PAB Team’s critique of our current video:
      1. Identify clothing – Dress for Success
      2. Captions for identifying speakers
      3. Highlight Student Store, TCFCU and VITA, student experiences

4. TCFCU Report – Michele (Deborah Sierra is in Florida at a Credit Union conference)
   a. Bite of Reality:
      i. Everyone loved the event
      ii. Vendors were great – enthusiastic
      iii. Students were given pad folios with their IDs, marital/family status, college education, credit card debt, etc.
      iv. Some comments from students:
         1. They didn’t want to participate at first, but they were glad they did.
         2. It was an eye-opener for them
         3. Kids are expensive!
      v. Gordon Young mentioned that the students did a great job of writing checks
      vi. Dennis mentioned being the “fickle finger of fate” and some of the cards he had to deal to students (some were brutal)
   b. Oversight Committee Meeting
      i. Curriculum: Changes were made to core competencies
   b. TCFCU Corporate Office visit:
      i. Students did a great job or presenting their experiences working in the PHS branch of the credit union
      ii. CEO Phil Clarey was very interested in the students, and engaged them in productive conversation
   c. Applications for next year:
      i. We need more interest from students
      ii. Will only be scheduled for periods 5, 6, and 7
      iii. Branch will not be open after school
      iv. No training over the summer – branch will not open the first day of school
   d. NAF Benefit Gala – New York City, June 1st
      i. Deborah Sierra will chaperone 2 students
      ii. Estefania Chavez and Aide Pompa
      iii. Networking event
         1. Students will have their iPads with their PowerPoint presentation and will mingle with the crowd
   e. TCFCU Student Branch – last day open will be Friday, June 3rd, 2016
      i. It was suggested that we have exit interviews for TCFCU students
   f. April is Financial Literacy Month – there are a couple of activities planned, and they will do more next year for this month

6. Porterville College – Business Management courses
   a. course numbers 100 or above are transferable
   b. Degree is not transferrable, but some classes are
   c. Associate in Science degree in Business with areas of emphasis and certificate of achievement options in:
      i. Accounting
      ii. Human Resources
      iii. Logistics
      iv. Entrepreneurship
   d. The general associate in science degree in business is another option in addition to the associate in science for transfer (AST) in business degree offered at Porterville College.
e. Student can earn up to 60 PC transferable units and/or an AA degree by the end of high school
f. Partner with CSU Fresno – Entrepreneurship
   i. 30 students – competing (elevator pitch) on Thursday, April 14, 2016 from 6:00 to 8:00 – invited PAB students to observe
g. Program (currently at Burton – Summit Charter Collegiate Academy):
   i. High school students take GE classes in high school and graduate from high school with an Associate of Arts degree for a transfer into a Business program at a 4-year college.
      1. Raul suggested that high school students could informally work with college students (i.e.: business plan)
      ii. These classes are dual credit, and are free to high school students
      iii. Increases high school graduation rate
   NOTE: PAB Advisory Board is supportive of these programs

Next meeting: May 10, 2016 at 4:00 p.m. PHS Career Center
# Business & Finance Advisory Board

<table>
<thead>
<tr>
<th>#</th>
<th>Last Name</th>
<th>First Name</th>
<th>Initials</th>
<th>Business Name</th>
<th>Address</th>
<th>Primary Phone</th>
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<tbody>
<tr>
<td>1</td>
<td>Della</td>
<td>Dustin</td>
<td>Y</td>
<td>Suncrest Bank</td>
<td>65 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-306-1343</td>
<td><a href="mailto:ddella@suncrestbank.com">ddella@suncrestbank.com</a></td>
</tr>
<tr>
<td>2</td>
<td>Fiormonti</td>
<td>Tom</td>
<td>Y</td>
<td>Porterville College</td>
<td>100 East College Avenue Porterville, CA, 93257</td>
<td>559-641-8681</td>
<td><a href="mailto:tfiormonti@gmail.com">tfiormonti@gmail.com</a></td>
</tr>
<tr>
<td>3</td>
<td>Halopoff</td>
<td>Michele</td>
<td>Y</td>
<td>PHS-PAB Director</td>
<td>465 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-793-3469</td>
<td><a href="mailto:halom@portervilleschools.org">halom@portervilleschools.org</a></td>
</tr>
<tr>
<td>4</td>
<td>Martinez</td>
<td>George</td>
<td>Y</td>
<td>St Anne's Parish</td>
<td>378 North F St. Porterville, CA, 93257</td>
<td>559-783-2200</td>
<td><a href="mailto:gpmartinez13@yahoo.com">gpmartinez13@yahoo.com</a></td>
</tr>
<tr>
<td>5</td>
<td>McKinley</td>
<td>Jan</td>
<td>Y</td>
<td>William S McKinley CPA</td>
<td>16521 Mustang Drive Springville, CA, 93265</td>
<td>559-539-2706</td>
<td><a href="mailto:jan.mckinley@yahoo.com">jan.mckinley@yahoo.com</a></td>
</tr>
<tr>
<td>6</td>
<td>Pickett</td>
<td>Raul</td>
<td>Y</td>
<td>Retired Financial Instit. Manager</td>
<td>1501 E Olive Avenue Porterville, CA, 93257</td>
<td>559-781-7289</td>
<td><a href="mailto:raul.pickett@gmail.com">raul.pickett@gmail.com</a></td>
</tr>
<tr>
<td>7</td>
<td>Prescott</td>
<td>Debbie</td>
<td>Y</td>
<td>Prescott Ranch</td>
<td>11020 Road 264 Porterville, CA, 93257</td>
<td>559-359-3027</td>
<td><a href="mailto:debbiepres@gmail.com">debbiepres@gmail.com</a></td>
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<tr>
<td>8</td>
<td>Ramirez</td>
<td>Adriana</td>
<td>Y</td>
<td>PAB Senior Student Representative</td>
<td>465 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-793-3459</td>
<td><a href="mailto:ar110868@mypusd.org">ar110868@mypusd.org</a></td>
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<tr>
<td>9</td>
<td>Sexton</td>
<td>Dennis</td>
<td>Y</td>
<td>Westsood Capital Services</td>
<td>20502 Avenue 164 Porterville, CA, 93257</td>
<td>559-280-7365</td>
<td><a href="mailto:dennis@aglend.com">dennis@aglend.com</a></td>
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<tr>
<td>10</td>
<td>Sierra</td>
<td>Deborah</td>
<td>Y</td>
<td>Tulare County Federal Credit Union</td>
<td>617 N. Main Street Porterville, CA, 93257</td>
<td>559-781-0519</td>
<td><a href="mailto:dsierra@tularefcu.org">dsierra@tularefcu.org</a></td>
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<td>11</td>
<td>Valdez</td>
<td>Jose</td>
<td>Y</td>
<td>PHS-Principal</td>
<td>465 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-793-3497</td>
<td><a href="mailto:valdez@portervilleschools.org">valdez@portervilleschools.org</a></td>
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<td>12</td>
<td>White</td>
<td>Julie</td>
<td>Y</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-793-3468</td>
<td><a href="mailto:jkwhite@portervilleschools.org">jkwhite@portervilleschools.org</a></td>
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<tr>
<td>13</td>
<td>Young</td>
<td>Gordon</td>
<td>Y</td>
<td>Pan American Bank</td>
<td>268 N. Main Street Porterville, CA, 93258</td>
<td>559-784-1780</td>
<td><a href="mailto:gyoung@panambk.com">gyoung@panambk.com</a></td>
</tr>
<tr>
<td>14</td>
<td>Aunai</td>
<td>Sam</td>
<td>N</td>
<td>Porterville College Dean of Instruct.</td>
<td>100 East College Avenue Porterville, CA, 93257</td>
<td>559-791-2308</td>
<td><a href="mailto:sam.aunai@portervillecollege.edu">sam.aunai@portervillecollege.edu</a></td>
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<tr>
<td>15</td>
<td>Galvan</td>
<td>Ronaldo</td>
<td>N</td>
<td>PAB Junior Student Representative</td>
<td>465 W. Olive Avenue Porterville, CA, 93257</td>
<td>559-793-3459</td>
<td><a href="mailto:RonaldoGalvan15@gmail.com">RonaldoGalvan15@gmail.com</a></td>
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<tr>
<td>16</td>
<td>Knutson</td>
<td>Kailani</td>
<td>N</td>
<td>Porterville College</td>
<td>100 East College Avenue Porterville, CA, 93257</td>
<td>559-791-2294</td>
<td><a href="mailto:knutson@portervillecollege.edu">knutson@portervillecollege.edu</a></td>
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## Business & Finance Advisory Board

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<th>Last Name</th>
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<th>Voting Member</th>
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<tr>
<td>1</td>
<td>Aiello</td>
<td>Joy</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3675</td>
<td><a href="mailto:jaiello@portervilleschools.org">jaiello@portervilleschools.org</a></td>
</tr>
<tr>
<td>2</td>
<td>Alvarez</td>
<td>Maria</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Guidance Counselor</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>793-3427</td>
<td><a href="mailto:mariaalvarez@portervilleschools.org">mariaalvarez@portervilleschools.org</a></td>
</tr>
<tr>
<td>3</td>
<td>Aziz</td>
<td>Salma</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Administrator</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3400 ext. 3484</td>
<td><a href="mailto:saziz@portervilleschools.org">saziz@portervilleschools.org</a></td>
</tr>
<tr>
<td>4</td>
<td>Bailey</td>
<td>Ashley</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-782-7210</td>
<td><a href="mailto:abaily@portervilleschools.org">abaily@portervilleschools.org</a></td>
</tr>
<tr>
<td>5</td>
<td>Brackley</td>
<td>Kate</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Academy Assistant</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3459</td>
<td><a href="mailto:kbrackley@portervilleschools.org">kbrackley@portervilleschools.org</a></td>
</tr>
<tr>
<td>6</td>
<td>Bowser</td>
<td>Jim</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3630</td>
<td><a href="mailto:jbowser@portervilleschools.org">jbowser@portervilleschools.org</a></td>
</tr>
<tr>
<td>7</td>
<td>Carson</td>
<td>Rebecca</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3400 ext. 3613</td>
<td><a href="mailto:rebeccacarson@portervilleschools.org">rebeccacarson@portervilleschools.org</a></td>
</tr>
<tr>
<td>8</td>
<td>Flores</td>
<td>Placido</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Student Store Manager</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3457</td>
<td><a href="mailto:placflor@gmail.com">placflor@gmail.com</a></td>
</tr>
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<td>9</td>
<td>Herrera</td>
<td>Dave</td>
<td>N</td>
<td>N</td>
<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
<td>559-793-3656</td>
<td><a href="mailto:dhererra@portervilleschools.org">dhererra@portervilleschools.org</a></td>
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<td>Kasimoff</td>
<td>Michael</td>
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<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
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<td><a href="mailto:mkasimoff@portervilleschools.org">mkasimoff@portervilleschools.org</a></td>
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<td>Kunelis</td>
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<td>PHS-PAB Teacher</td>
<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
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<td>Kevin</td>
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<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
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<td><a href="mailto:klomba@portervilleschools.org">klomba@portervilleschools.org</a></td>
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<td><a href="mailto:brackniel@msn.com">brackniel@msn.com</a></td>
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<td>N</td>
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<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
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<td>Richard</td>
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<td>465 W. Olive Avenue, Porterville, CA, 93257</td>
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<td><a href="mailto:denisevela@portervilleschools.org">denisevela@portervilleschools.org</a></td>
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### PUSD Pathways Office

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<th>Last Name</th>
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<td>Ruben</td>
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<td>PUSD Pathways Office</td>
<td>600 W. Grand Avenue, Porterville, CA, 93257</td>
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<td>Schuler</td>
<td>Mimi</td>
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