

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: Small Business

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 them to identify and evaluate entrepreneurial opportunities, manage risk and learn from results.
2. Demonstrate communications and quantitative skills necessary to manage a small business.
3. Identify and apply the elements and processes necessary for effective small business management, marketing, customer service, and creation of a business plan.
4. Demonstrate an understanding of the nature of entrepreneurship.
5. Know and apply business ethics as well as legal liabilities.
6. Prepare and use financial information.

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.

Upon successful completion of the Small Business certificate program the student demonstrates the skills, knowledge, and training for positions as a small business owner or assistant in a small business enterprise; and the skills necessary to start up and maintain a small business. Individuals also demonstrate the ability to prepare a business plan, analyze the funding required to start a business, develop a marketing plan, set up an elementary bookkeeping system, and articulate some of the legal issues facing small businesses today.

Program Learning Outcomes

1. Program completers will demonstrate knowledge of various risk management systems, loss prevention and insurance needed for small business owners.
2. Program completers will demonstrate knowledge of marketing, personal selling,

- advertising and customer service strategies used in the operation of a small business.
3. Program completers will articulate legal issues facing small business owners as well as define the various legal structures including sole proprietorship, partnerships and corporations.
 4. Program completers will demonstrate knowledge of personal finance, bookkeeping and record keeping necessary to operate a small business.
 5. Program completers will write a business plan and know how to communicate the elements of the business plan for a start-up or existing business.

3. 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

	Course	Title	Course Units	Units
Core Requirement – Complete 3 units	BUS 060	Small Business Management		3
Restricted Elective – Area A Complete 5 units selected from:	BUS 001A	Principles of Accounting	5	5
	BUS 010A	Bookkeeping	3	
	BUS 089	QuickBooks	2	
Restricted Elective – Area B Complete 3 units selected from:	BUS 021	Marketing	3	3
	BUS 022	Professional Selling	3	
	BUS 023	Advertising	3	
Restricted Elective – Area C Complete 3 units selected from:	BUS 018A	Business Law	3	3
	BUS 019	Legal Environment of Business	3	
Restricted Elective – Area D Complete 7 units selected from:	BUS 028	Entrepreneurial Mindset	3	7
	BUS 029	Introduction to Entrepreneurship	3	
	BUS 094A	Small Business Start Up	1	
	BUS 094B	Essential Topics for Small Business	1	
	BUS 094C	The New Entrepreneur	1	
	BUS 094D	The Law and the Small Business	1	
	BUS 094E	Marketing and Advertising Strategies for Small Business	1	
BUS 094F	Customer Service Strategies	1		
Minimum Units Required for Certificate				21

Display of Proposed Sequence

Core Requirement

Complete 3 units		Units	
BUS 060	Small Business Management	3	Year 1, Fall or Spring

Restricted Electives

Complete 5 units selected from:

BUS 001A	Principles of Accounting	5	Year 1, Fall or Spring
BUS 010A	Bookkeeping	3	Year 1, Fall or Spring
BUS 089	QuickBooks	2	Year 1, Fall or Spring

Complete 3 units selected from:

BUS 021	Marketing	3	Year 1, Fall or Spring
BUS 022	Professional Selling	3	Year 1, Fall or Spring
BUS 023	Advertising	3	Year 1, Fall or Spring

Complete 3 units selected from:

BUS 018A	Business Law	3	Year 1, Fall or Spring
BUS 019	Legal Environment of Business	3	Year 1, Fall or Spring

Complete 7 units selected from:

BUS 028	Entrepreneurial Mindset	3	Year 1, Fall or Spring
BUS 029	Introduction to Entrepreneurship	3	Year 1, Fall or Spring
BUS 094A	Small Business Start Up	1	Year 1, Fall or Spring
BUS 094B	Essential Topics for Small	1	Year 1, Fall or Spring
BUS 094C	The New Entrepreneur	1	Year 1, Fall or Spring
BUS 094D	The Law and the Small Business	1	Year 1, Fall or Spring
BUS 094E	Marketing and Advertising	1	Year 1, Fall or Spring
BUS 094F	Customer Service Strategies	1	Year 1, Fall or Spring

Proposed Sequence

	Units
Year 1, Fall	10
Year 1, Spring	11
Total	21

4. 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 Small Business Certificate is designed to prepare students to open, manage and be employed in a small business. 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 Small Business Certificate of Achievement Program may continue and complete the Entrepreneur Certificate of Achievement and or/the future Small Business Associate of Science degree.

5. 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.

CB01: Course Department Number	CB02: Course Title	2014-2015		2015-2016	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
BUS 001A	Principles of Accounting	16	759	19	849
BUS 010A	Bookkeeping	6	197	5	197
BUS 018A	Business Law	7	414	9	514
BUS 019	Legal Environment of Business	4	224	5	219
BUS 021	Marketing	5	274	5	263
BUS 022	Professional Selling	3	183	3	194
BUS 023	Advertising	2	86	2	80
BUS 028	Entrepreneurial Mindset	New Course in 2017			
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.

Small Business owners make significant contributions to the state's economy, as well as our national economy. They bring innovative products and services to the marketplace. Small business owners are one of the largest employers in the state of California. www.sba.gov/advo . Per "[Doing What Matters For Small Business](#)", small business is a growing area for training and development in this new economy.

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.

Faculty do not believe a survey is needed as labor market data indicates a high demand for small business owners who are knowledgeable in the area of business planning and sustainability of their businesses. <http://coecc.net/>

6. 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 Small Business 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 small business.

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

7. 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.

Small Business owners make significant contributions to the state's economy, as well as our national economy. They bring innovative products and services to the marketplace. Small business owners are one of the largest employers in the state of California. www.sba.gov/advo . Per "[Doing What Matters For Small Business](#)", small business is a growing area for training and development in this new economy.

List of Members of Advisory Committee

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

Name	Title
Martha Villarreal, Dean Danielson, Andrejz Kobylanski, 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 Dev. Center
Lorinda Forest	Deputy Sector Navigator, Doing What
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.

In advisory committee meetings, the Small Business Certificate was discussed and was met with a positive response. The Advisory Committee members recognize the need for prepared new small business owners in San Joaquin County. The recommendation from the Advisory Board Minutes is attached at the end.

See Minutes below

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:

College Mission Statement

(BP 1200)

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.

- 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.