

FLC: Future Directions Worksheet

To use the Future Directions Worksheet, please go to “File” and then click “Make a Copy.” This will create a working copy in **your** Google Apps Drive. **By default the shared settings will be set to private!** This worksheet can be shared by you with members of your department (please see the blue “Share” button in the upper right). Information should be entered, shared, and edited by department members)

Remember, in Google docs you don’t need to “save;” all text entered is automatically saved.

When you are done with this document, please add the link to the ADP/PR worksheet in the proper narrative box. Please also share the completed document with the curriculum chair and your dean.

Don’t Forget to update the share settings to ANYONE WITH THE LINK CAN VIEW.

If proposing a new program or certificate, answer each of the questions below. Save your document in Google Docs and provide a link to said document in the Appendix section in your Annual Department Plan or Program Review. Please also forward this document to the curriculum chair and your area dean.

I. Overview and Planning:

Program Name

- A. What is the title of your program (this appears in the college catalog). For example, Biological Sciences; Early Childhood Education, Master Teacher; or Theatre Arts: Technical
- B. Which department will oversee this program for curriculum/course sequencing, ADP, and Program Review purposes?

Program/Certificate: Business Information Worker (BIW) II
This certificate will be overseen by the BUSTEC department.

Program Type

- A. What type of degree/certificate? Input one of the following.

Certificate of Achievement (≥16 units.) The certificate is 19 units.

- B. What are the goals/objectives of the program?

CTE (Describe how the program prepares students for the local/regional workforce and if applicable transfer. Provide examples of jobs or job titles, and list transfer programs if applicable.)

Local (Describe how the program prepares students for transfer; basic skills development; civic education; or how it meets a local community and lifelong learning need.)

The BIW II certificate will be a Certificate of Achievement (≥ 16 units.)

Part of Folsom Lake College's mission, which is aligned with the three-pronged mission of the California Community College system, is to provide rigorous academic programs for completion and transfer and training to enhance employment and career skills.

Information Communications Technologies, ICT, and Digital Media are now integrated into almost every technology, industry and job. Folsom Lake College's Business Information Worker II Certificate was developed to align with the California State Pathway.

Job opportunities related to business information workers include: Customer Service Representatives, Receptionists and Information Clerks, Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants.

Business information related jobs have increased ten percent between 2010 and 2016. It will grow by 3,760 jobs, an eight percent increase, in the next five years. These jobs have grown faster in the other part of the state between 2010 and 2016, by thirteen percent. It will grow by another 55,000 jobs across the state in the next five years. The BIW II Certificate builds on the foundation set in the BIW I certificate and provides additional skills and knowledge needed for employment and salary advancement.

Folsom Lake College's Business Information Worker Certificate is designed specifically to meet the needs of area employers who are in need of qualified employees to fill these positions.

Communication

A. Describe the efforts undertaken to communicate your desire to develop this program to colleagues in affected departments here at FLC and at each of the other three Los Rios institutions. Describe the efforts to communicate, and summarize the level of support obtained within the district.

B. Describe other similar programs that exist in the region (neighboring community colleges), and any efforts taken to ensure that program service areas do not overlap.

The FLC BUSTEC department has had conversations with the Career Education Area at FLC, other Los Rios BUSTEC departments, and at the local Advisory Board Meeting. In all conversations it was approved. No other Los Rios college has a BIW II program.

Program Development

A. Where is your department in the development of this program? Has this program appeared in any prior ADP documents? If so, when?

This course has been discussed and proposed in the BUSTEC ADP. It was approved by the local Advisory Board in November 2018.

II. Proposed Curriculum

Program Description, Requirements, and PSLOs:

A. Write the proposed program description (what would appear in the college catalog). Also include any prerequisite skills or enrollment limitations, and other student preparation requirements.

B. Write the program student learning outcomes (these can be in draft form).

Program Description: The Business Information Worker II (BIW II) Certificate will prepare students for mid-level office and administrative support in a variety of job positions in a multitude of industries, including office and executive administrative support, office supervision, small business support, retail sales, and customer service representatives. The BIW II Certificate builds on the foundation established in the BIW I certificate. Students will gain needed skills in Access, Excel, PowerPoint, QuickBooks, in addition to records management and customer relations. Students who successfully complete the BIW II certification will be prepared to test for multiple Microsoft Office Specialist certification exams.

Program Learning Outcomes:

- demonstrate proficiency in advanced business technology applications.
- demonstrate proficiency in business administration skills.
- demonstrate proficiency in business communication skills.
- apply customer service skills in a business environment and provide a positive customer service experience.

Courses:

A. In the space below, enter the courses that will comprise the program, including the unit count. Distinguish between required core courses and elective courses. Please indicate which, if any, courses still need to be created.

B. Include a tentative sequence of courses that lead to student completion within two years (i.e. a full-time student), three years, and four years (for part-time students). Include GE areas, and calculate the total number of units (major plus GE) to obtain the degree (assuming no remediation is needed).

Required Program

ACCT	341	Computerized Accounting (3)
BUSTEC	364	Intermediate Electronic Spreadsheets (1)
BUSTEC	308	Advanced Computer Keyboarding and Formatting (3)
BUSTEC	332	Integrated Business Projects (3)
BUSTEC	361	Advanced Word Processing (1)
BUSTEC	366	Electronic Presentations (2)
BUSTEC	367	Database and Records Management (3)
MGMT	360	Management Communication (3)
Total Units	19	

Annual Enrollment/Completion:

A. Speculate on the number of students who would earn this degree/certificate annually.

The number of students completing the BIW I cert is growing. Colleges need to increase enrollment to meet the demand for office professionals across the state. Current demand for statewide job openings is estimated at 278,700. The statewide headcount in BIW Courses is 108,752 and the current number of headcount in North/Sacramento BIW Courses is 10,684. With this new certificate we anticipate enrollment to be low in the beginning and slowly grow year over year, for the first year we anticipate 5 certificate completes. The program would like to double this number in year two and then again in year three.

III. Resource Requests (if any):

FTE Needs:

A. Does your department have the FTE necessary to offer this new program? Have there been discussions about reallocating departmental FTE to support this new program? If not, what is your department’s plan for acquiring additional FTE? Describe the outcome of conversations with your dean.

This new program would use current FTE and has grant money from the Strong Workforce Program for the additional FTE. The CTE dean is in full support of the certificate.

Facilities/Equipment/Budget/Professional Development Needs:

A. Please describe any new equipment or facilities that will be necessary for the college to invest in as part of either the development or implementation of this program. Include any necessary requirements for faculty training, ongoing professional development. Include department budget augmentation requirements.

Current facilities and equipment are able to handle this new certificate. The BUSTEC department has has conversations with CIS and a new adjunct professor will be

needed to teach BUSTEC 367. Faculty training and ongoing professional development will not exceed what is currently needed.

IV. College Goal Alignment:

College Mission and Goals:

- A. What specific college need(s) does the development of this program address?
B. How does this program fit the Mission Statement of the college? The college mission is located [here](#). College goals are located [here](#).

- A. Folsom Lake College's Master Plan states that in Ten Years the college needs to be more strategic in its development of programs. Additionally the Master Plan states that programs need to be aligned with community and workforce needs, and not duplicative of existing programs in the region. This new certificate is aligned with community and workforce needs, and is not yet available in our region.
B. This certificate fits into the FLC mission by providing knowledge, experience, and innovation. It will improve foundational skills and help students achieve their career goals. This certificate directly addresses the college goal to "Lead the region in workforce development."

Community College Mission and Goals

- A. How does this program fit the mission (California Education Code [66010.4\(a\)](#)), curriculum, and master planning of higher education in California?

This certificate fits in the mission curriculum, and master planning of higher education in California by providing academic and vocational instruction for younger and older students, including those persons returning to school. It will advance California's economic growth and global competitiveness through education and training that contribute to continuous workforce improvement.

V. Required Supplementary Documentation:

Career Education Programs

If you are proposing a CTE program, please answer the following related to Labor Market Information: (required by Ed Code [78015](#))

- A. Identify specific Standard Occupational Classification (SOC) Codes from Onet <https://www.onetonline.org/>, and list three to five relevant SOC Codes here.

This certificate would provide education and skills in several different occupational classifications. The most relevant would include:

43-9061.00 Office Clerks, General
43-1011.00 First-Line Supervisors of Office and Administrative Support Workers
15-1151.00 Computer User Support Specialists
29-2071.00 Medical Records and Health Information Technicians
43-4051.00 Customer Service Representatives
11-3011.00 Administrative Services Managers
43-4171.00 Receptionists and Information Clerks

All of these SOC codes from Onet are classified as a “Bright Outlook Occupation,” meaning that these occupations are expected to grow rapidly in the next several years, or will have large numbers of job openings. Every Bright Outlook occupation matches at least one of the following criteria:

- Projected to grow faster than average (employment increase of 7% or more) over the period 2018-2028
- Projected to have 100,000 or more job openings over the period 2018-2028

Growth and job openings source: [Bureau of Labor Statistics](#) 2018-2028 employment projections. Projected growth represents the estimated change in total employment over the projections period (2018-2028). Projected job openings represent openings due to growth and replacement.

B. Provide answers to the following:

i. Describe the current job market and projections regarding the future job market for graduates of the program. These data should come from the Centers of Excellence per [North Far North Regional Consortium Requirements](#), please work with the CTE dean to complete a [Centers of Excellence LMI request form](#).

ii. Define the geographical regions served by the program.

The job market data should show that the local service area has enough job or promotion opportunities for students who complete the program. Regional, statewide, or national labor market data may also be included, but data from the Centers of Excellence are required for regional justification.

In the event that labor market information (LMI) do not justify the program or insufficient data are available, please include additional justification and/or reasons why the LMI may be misleading. Data sources may come from recent employer surveys, industry studies, regional economic studies, letters from employers in the service area, advisory committee minutes showing a trend in employment over several meetings, job advertisements in the service area, newspaper articles, and/or data from licensing agencies or professional associations.

i. The LMI report for the BIW II Certificate, states that in the desktop applications cluster, employer responses indicated that 96% consider proficiency with Microsoft Word a “must have” or “prefer to have” skill for middle-skilled employees. Similarly, 92% of employers consider Microsoft Excel a desirable skill, versus 84% for Microsoft

Outlook. Other “must have” or “prefer to have” skills for middle-skilled positions were Microsoft PowerPoint, selected by 84% of respondents, for presentations and QuickBooks, selected by 79%, for accounting support. This certificate has course in all the above mentioned applications. Additionally, the LMI reports also states that when employers were surveyed about the difficulty in hiring candidates who are skilled in desktop applications, database tools, online resources, and multimedia, 54% answered they experienced “some difficulty” or “great difficulty.” Nearly two-thirds (65%) of respondents indicated they had difficulty (either “great difficulty” or “some difficulty”) finding qualified entry-level applicants who met their organization’s hiring standards. Using the 7 SOC codes from above, local long-term occupational employment data shows all occupational areas will have job growth.

C. What is the average starting salary for employees in the field? In that field, what is the average percentage of salary increase in 2 years? 5 years?

Based on LMI data in the BIW II report from the Centers of Excellence, 55% of employers said BIW II candidates would earn between \$15.00-\$20.00 per hour. The median hourly wage for the 7 SCO codes listed above in the local area is over \$24.00/hour with the average annual wage being \$51,673. Overtime, more experienced employees in the 90th percentile average an annual wage over \$89,000.

D. Is there sufficient evidence that employers would preferentially hire or promote graduates with this education, other things being equal? If yes, describe the evidence. How likely is it that applicants with only the education provided by this program and lacking experience, will be hired at all? Or that experienced employees with only this education be promoted? Please explain your answers. If advanced degrees are typically needed for career advancement, will the courses required for this program transfer towards completion of the requirements for those degrees? If yes, describe what programs they will transfer to.

Yes, as stated above the report from the Centers of Excellence states (as mentioned above) that over half of the employers surveyed in the local area are having difficulty in hiring candidates who have the required job skills. Nearly two-thirds (65%) of respondents indicated they had difficulty (either “great difficulty” or “some difficulty”) finding qualified entry-level applicants who met their organization’s hiring standards. This certificate would demonstrate to employers that job candidates have received the necessary job training and required skills. At advisory board meetings, local employers have also stated that this certificate would qualify current employees for promotions and salary increases.

Local programs designed for transfer or to meet community needs:

A. Please include at least one of the following showing alignment with lower division major preparation at a specific baccalaureate institution (CSU/UC):

Programmatic articulation agreements, ASSIST documentation showing that at least 51% of the required courses are articulated for the major at the baccalaureate institution, a crosswalk table showing major requirements at the baccalaureate institution and how the local requirements align (please cite catalog dates and page numbers), a summary of lower division major preparation published or endorsed by professional bodies or accreditors related to the discipline (include citations), formal letters from the baccalaureate institution that verify the program aligns.

Local employers have stated that they value Microsoft Certification. The four of the Microsoft applications listed below are all included in the BIW II Certificate (Outlook is part of the BIW I certificate.) These four classes prepare students to take the certification exams for each of the four software applications.

BUSTEC 361 - Microsoft Word Expert Certification

BUSTEC 364 - Microsoft Excel Specialist Certification

BUSTEC 366 - Microsoft PowerPoint Specialist Certification

BUSTEC 367 - Microsoft Access Specialist Certification

These certifications are mentioned in the course descriptions in Socrates and are aligned in CID.

Exhibit 15 – Employer-valued Certificates or Credentials

