

IEDRC P13 Small Business Curriculum Alignment and Development

Description

DESCRIPTION: The Small Business and Entrepreneurship Curriculum Alignment proposal intends to regionally align community college business curriculum. This will allow the creation of a method to identify coursework in the same way from college to college. In addition, the curriculum will be aligned not only with the community colleges, but also with our K-12 partners, universities, and industry partners. The purpose behind this is to provide business and industry a more qualified and robust workforce base, giving employers the certainty that the entry level employees will have the skills they need. It also ensures that transfer students will meet the prerequisite requirements for future courses. Curriculum alignment also increases student's portability between community colleges and guarantees they receive credit for completed coursework, decreases duplication of effort, and increases their ability to complete a pathway. This proposal includes the development of an 18-unit regional credit and/or non-credit Entrepreneur Certificate program, which will incorporate various stages of entrepreneurship (explorers, beginners, and experienced). Also included will be the development and/or adoption of "Gig" Economy course modules, such as direct selling, social media marketing, sales courses, and introduction to customer relationship management software. Training specifically for Non-Profit organizations will be developed, as this was identified as a skills gap by our industry partners. Job Preparedness (Soft Skills) training courses will be developed for one-day workshops, and traditional coursework, as this has been identified as the most prominent skills gap. Design thinking course modules, including process and system design, would also be developed. These new certificates and courses can be offered at any of the regional Community Colleges, incubators, or maker spaces, which not only benefits our students and skills builders, but allows business owners to become students in order to learn necessary skills for expanding their businesses and becoming more successful. The proposal would have regional community college business faculty working with the academic senate and industry partners to ensure that all curriculum is in line with industry needs. The curriculum will be developed and evaluated with the assistance of the Regional Advisory Communities Strong Workforce Project. The Advisory Communities, includes members from Business and Industry, both San Bernardino and Riverside County government, K-12, CC faculty and DSNs, makes the group uniquely qualified to provide faculty with the input needed to develop strong relevant curriculum. The Advisory Community project is working to establish a business driven model that utilizes a skills panel format. This format gives business and industry the opportunity to share information and educators the opportunity to listen and respond to the information being shared. The Small Business Deputy Sector Navigator will oversee the project, and all faculty and Academic Senate members will receive a stipend for their time. (Victor Valley College will act as the fiscal agent distributing the stipends to the faculty member from each college and academic senate representatives as they meet the stipend requirements.)

INDUSTRY SECTORS: Small Business;

START DATE: Mon Jan 01 2018

END DATE: Tue Dec 31 2019

LEAD INSTITUTION: Victor Valley College

READ THE SWP LEGISLATION: Yes

MEETS REQUIREMENTS OF SWP LEGISLATION: Yes

WHAT NEEDS MOTIVATE THIS PROJECT AND HOW WILL THE PROJECT ADDRESS THESE NEEDS?

Currently every college within our region has similar small business courses, but each with a unique name and identification number, which has resulted in a lack of cohesiveness. Regionally aligning all small business curriculum would provide portability of units. Many of our students geographically move throughout Southern California, and this alignment would allow them continue on their educational journey without having to start over at each college. This will decrease confusion, and increase student equity and success. More completions will result in more students leaving our campuses trained and ready for the workforce. This is a win for all entities involved. The aligned curriculum would also alleviate the need for multiple advisory meetings throughout the year, which overburdens our industry partners. The Small Business Advisory Community would convene once yearly to address changing employment needs and ensure that curriculum continues to be relevant. Employers would then be confident that their entry level employees or skills builders would be receiving adequate education for the skills needed. Presently there only a few small unit entrepreneur programs available within the region, and there is a lack entrepreneurship certificate programs. The creation of an 18 unit credit and/or non-credit entrepreneur certificate program would allow students interested in opening their own businesses to gain the knowledge they need for a successful start up. The adoption of "Gig" economy courses would also lend success to our students who are interested in a variety of business models. The incubators supported by our cities, maker spaces being created at our community colleges, and existing co-working spaces would all be able to use these modules to expand FTES, and gain apportionment funds which would lead to sustainability.

Contacts

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Labor Market Information

Small Business Inland Empire Desert Region

OCCUPATIONS:

11-1021 General and Operations Managers
11-2021 Marketing Managers
11-2022 Sales Managers
11-3031 Financial Managers
11-3121 Human Resources Managers
11-2011 Advertising and Promotions Managers
11-3011 Administrative Services Managers
11-9141 Property, Real Estate, and Community Association Managers
11-9199 Managers, All Other
13-1071 Human Resources Specialists
13-1199 Business Operations Specialists, All Other
13-2011 Accountants and Auditors
41-2031 Retail Salespersons
41-3011 Advertising Sales Agents
41-3099 Sales Representatives, Services, All Other
43-9199 Office and Administrative Support Workers, All Other

REGION: Inland Empire/Desert

COUNTY: Riverside, San Bernardino

PROGRAMS:

Victor Valley College - SECTOR - Small Business (999910)
Barstow College - SECTOR - Small Business (999910)
Chaffey College - SECTOR - Small Business (999910)
College of the Desert - SECTOR - Small Business (999910)
Crafton Hills College - SECTOR - Small Business (999910)
Moreno Valley College - SECTOR - Small Business (999910)
Mt. San Jacinto College - SECTOR - Small Business (999910)
Norco College - SECTOR - Small Business (999910)
San Bernardino Valley College - SECTOR - Small Business (999910)
Riverside City College - SECTOR - Small Business (999910)
Copper Mountain College - SECTOR - Small Business (999910)

LMI LIBRARY REPORTS DATA: [small businessLMI.pdf](#)

Outcomes

Investment Plan

A business faculty champion from each of the participating colleges, along with three selected academic senate representatives, will work together under the direction of the Small Business DSN, to regionally align all Small Business and Entrepreneur Curricula, and to develop an Entrepreneur certificate program, Gig Economy course work, Non-Profit organization training, Job Preparedness (soft skills) training, and design thinking coursework. This will commence with a two-day retreat that gathers the group to layout a definitive plan to complete this project. Post retreat, the group will convene, either in person or via webinar/teleconference, for four hours every other week to collaborate on alignment and give status updates. (Faculty and Academic Senate representatives will be required to attend the two-day retreat and 22 of 26 meetings per year in order to receive stipends). An administrative assistant will be hired to provide written updates to parties participating and to report out to the Consortia on progress of the project. The curriculum alignment and development of new programs will offer portability of coursework, giving students the ability to take courses at multiple colleges in the region, it will also offer assurance that curriculum continues to be aligned with industry needs.

Occupational Clusters

Victor Valley College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 4276 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 145 | 2015-16 |

Barstow College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 1965 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 68 | 2015-16 |

Chaffey College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 7641 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 325 | 2015-16 |

College Of The Desert - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 4987 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 153 | 2015-16 |

Crafton Hills College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 1330 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 66 | 2015-16 |

Moreno Valley College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 1415 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 48 | 2015-16 |

Mt. San Jacinto College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|-----------------|----------------------|
| Number of Enrollments | 6733 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 187 | 2015-16 |

Norco College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|----------|---------------|
| Number of Enrollments | 4184 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 148 | 2015-16 |

San Bernardino Valley College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|----------|---------------|
| Number of Enrollments | 6762 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 204 | 2015-16 |

Riverside City College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|----------|---------------|
| Number of Enrollments | 7810 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 326 | 2015-16 |

Copper Mountain College - SECTOR - Small Business (999910)

| METRIC | BASELINE | BASELINE YEAR |
|--|----------|---------------|
| Number of Enrollments | 485 | 2015-16 |
| Number of Students Who Got a Degree or Certificate | 39 | 2015-16 |

Task Force Recommendations

Curriculum

7. Evaluate, strengthen, and revise the curriculum development process to ensure alignment from education to employment.
9. Improve program review, evaluation, and revision processes to ensure program relevance to students, business, and industry as reflected in labor market data.
10. Facilitate curricular portability across institutions.

Regional Coordination

17. Strengthen communication, coordination, and decision-making between regional CTE efforts and the colleges to meet regional labor market needs.

Workplan

Risks

- Lack of institutional commitment and support, especially from division faculty.
- Curriculum design, review, and approval timeline may surpass project deadlines.
- Recruitment efforts of program participants may not meet the required quotas needed to continue offering classes.
- Development and implementation of project courses as a pathway program.
- Data collection related to self-employment positions is difficult.

RESPONSIBLE PERSON: Lisa Kiplinger-Kennedy (lisak.kennedy@vvc.edu)

LEAD INSTITUTION OR PARTNER: Victor Valley College

PARTICIPATING INSTITUTIONS: Barstow College, Chaffey College, College of the Desert, Moreno Valley College, Mt. San Jacinto College, San Bernardino Valley College, Norco College, Crafton Hills College, Victor Valley College, Riverside City College, Copper Mountain College

ACTIVITY TIMEFRAME: Year 1, Year 2

MAJOR ACTIVITIES: • Hiring of needed project positions: Administrative Assistant • Program planning retreat • Convene faculty and academic senate to review, write, and approve curriculum at an institutional and then regional level. • Meetings with employers to ensure curriculum meets industry needs. • Development of a curricular model that contains flexibility in order meet industry demands. • Marketing of course offerings at a local and regional level. • Data collection of student engagement, enrollment, completion, and workforce results (qualitative and quantitative)

MAJOR OUTCOMES: * A cohesive regional Small Business curriculum * Region-wide Entrepreneur certificate pathway * Strong regional partnerships between CC, K12, and industry sectors * Portable Small Business and Entrepreneur Curriculum * A skilled and trained workforce within the areas of Gig economy, nonprofits, and small businesses.

Budget Breakdown

| | | | |
|------------------------------|--------------------------|-------------------------------|---------|
| Victor Valley College | SWP Regional Share (40%) | 4000 - Supplies and Materials | \$6,000 |
|------------------------------|--------------------------|-------------------------------|---------|

1/18- 12/19 - Supplies (\$3,000/ year X 2 = \$ 6,000)

| | | | |
|------------------------------|--------------------------|--|----------|
| Victor Valley College | SWP Regional Share (40%) | 5000 - Other Operating Expenses and Services | \$68,000 |
|------------------------------|--------------------------|--|----------|

2 Day Initial Retreat Flat Stipends for 1 Faculty per participating college (not to exceed 50 hours per faculty) Stipends for 3 Academic Senate representatives Mileage/Travel for Director

Budget Totals

| INSTITUTION | CODE | TOTAL |
|------------------------------|--|-----------------|
| Victor Valley College | 4000 - Supplies and Materials | \$6,000 |
| Victor Valley College | 5000 - Other Operating Expenses and Services | \$68,000 |
| Victor Valley College Total: | | \$74,000 |
| TOTAL PROJECT COST: | | \$74,000 |



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