

Business Information Worker Certificate of Achievement

Item 1. Program Goals and Objectives

The Business Information Worker Certificate of Achievement is designed to provide students with practical, career-oriented skills for professional office environments using current industry technologies. Students receive hands-on experience in the fundamentals of business communications and human relations in addition to the basics of keyboarding, the Windows environment, Word, Excel, and Outlook, and introductory computer information systems concepts. In addition, students are introduced to, and guided through, job search, resume writing and interview skills specific to the entry-level positions in a variety of office environments.

The Certificate of Achievement is often used by students who already have Associate or Bachelor's Degrees and want to change careers or enhance their skills. The Business Information Worker Certificate of Achievement is ideal for students seeking to be trained in a field different from their previous work experience, and offers an affordable alternative to more costly private college and university programs in this field of study.

Upon successful completion of the Business Information Worker Certificate of Achievement students should be able to: demonstrate computer literacy with respect to computer hardware and software applications, apply standard rules of business conduct and customer service, develop specialized keyboarding skills, use word processing, spreadsheet, presentation graphics, and scheduling software to perform business and office tasks, apply written communication skills in various business and office environments, and design modify, query and manipulate lists (database and information in workbooks using common formulas, data, and what-if scenario tools to organize and convey information).

After successful completion of the Business Information Worker Certificate of Achievement employment possibilities include: General Office Clerk, Retail Salespersons, Customer Service Representatives, and Receptionists and Information Clerks.

Item 2. Catalog Description

The Business Information Worker Certificate of Achievement is designed to prepare students for entry-level and administrative support in a variety of fields and businesses.

Item 3. Program Requirements

The required core courses in this program may be completed quickly and in two sequential semesters. In addition, the core courses are currently a part of other locally-approved, short-term, completion programs. Course sequence information for all CAT programs are available to students at the CAT program web site www.rcccat.net. The completion sequence will be publicized at the program website so as to inform students of when courses are scheduled in order to facilitate quick completions. Given the comments regarding communication skills necessary for jobs in local industry, the

program web site will also contain language recommending that student entry points begin with the Business Etiquette and Business Communications courses in the first semester of enrollment.

Requirements	Dept Name/#	Name	Units	Sequence
Required Core	CAT-1A	Business Etiquette	1	Y1, Fall/Spring
Required Core	CAT/CIS/BUS-3	Computer Applications for Business	3	Y1, Fall/Spring
Required Core	CAT-31	Business Communications	3	Y1, Fall/Spring
Required Core	CAT-51	Intermediate Keyboarding/ Document Formatting	3	Y1, Fall/Spring
Required Core	CAT/CIS-90	Microsoft Outlook	3	Y1, Fall/Spring
Required Core	CAT-93	Computers for Beginners	3	Y1, Fall/Spring
Required Core	CAT/CIS-98A	Introduction to Excel	1.5	Y1, Fall/Spring
Required Core	CAT/CIS-98B	Advanced Excel	1.5	Y1, Fall/Spring

Required Core Total: 19 Units
 TOTAL UNITS: 19 Units

Item 4. Master Planning

In addition to fostering critical thinking, developing information competency and technological literacy, expanding communication skills, and promoting self-development and global awareness, a component of the Riverside City College mission is to provide high-quality, affordable education by engaging a diverse community of learners and offering career-technical courses which lead to locally-approved and state-approved certificates. The Business Information Worker Certificate of Achievement fulfills the college mission in several ways. All courses within the certificate foster critical thinking by requiring students to apply and adapt skills, and concepts learned, to tasks encountered in business. The program’s computer applications skills courses provide students a level of information competency and technological literacy required for entry-level employment in a number of business and office environments. Program course content is current and offered in short-term, affordable completion pathways.

The goals and objectives of this program are in alignment with Riverside Community College District’s Master Plan Strategic Theme 4, Community Collaboration and Partnership, Goal 1, “Refine and promote programs in Career and Technical Education, Economic Development, and Community Education that improves the competency and competitive capabilities of service area incumbent workers”. As mentioned in Item 1 of this proposal, the Business Information Worker certificate program may be used by students who want to change careers or enhance their skills for promotion.

Need

Currently, the Business Information Worker curriculum is being used as model for similar program awards throughout the state of California under the direction of the Doing What Matters initiative.

Recent research has documented what faculty in computer applications and office technology disciplines have known for years. Competent use of productivity software such as word processing and spreadsheets provides a solid career path into a number of industries.

The Computer Applications and Office Technology discipline at Riverside City College has a long history of working with industry advisors to develop and maintain curriculum that is relevant to current industry standards. Historically, the discipline has maintained close contact and collaboration with representatives in administrative and clerical fields in an effort to develop skills in the shortest, practical time possible to meet local labor market needs. The most recent advisory committee meeting on October 27, 2015, affirms community support from employers in the City of Riverside, County of Riverside, and a local personnel-services agency, all of which are willing to work with program students in paid or unpaid internships as a step toward paying positions.

In a recent report, Burning Glass Industries documented specific skill needs nationwide. The skills within the proposed program are among critical digital and communications skills that are now considered a baseline requirement for middle-skill opportunities (Burning Glass Industries, 2005). Defined as jobs requiring “more than a high school education but less than a bachelor’s degree”, middle skill jobs are growing faster than jobs that do not incorporate these skills (Burning Glass Industries, 2005, p. 2).

Courses in the Business Information Worker Certificate of Achievement serve to provide students baseline skill levels for entry and a foundation for more advanced positions. Locally, jobs requiring these baseline skills are among the jobs with the most openings in the next five years (California Employment Development, Riverside-San Bernardino County Metropolitan Statistical Area-Supporting Information-Labor Market Information and Analysis section of this proposal. See also <http://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>).

New Facilities

The college has the facilities and resources to maintain the courses at the level of quality described in this proposal.

Program Costs.

Computer labs with specific hardware and software requirements, as well as regular maintenance and upgrades, will be necessary for this program’s success and sustainability. The college Technology Plan delineates that least 3% of the college budget will be set aside for fully funding all computer and technology replacement and repair (<http://www.rcc.edu/about/president/strategic-planning/Documents/2014TechnologyPlan%20FINAL.pdf>).

The Business Information Worker courses are currently offered using equipment, technology, and infrastructure already in place. These costs include funding for faculty compensation, facilities and equipment, software and hardware.

Item 5. Enrollment and Completer Projections

Enrollment Data

The most recent enrollment data for existing, required courses at the college is listed in the following table (Source: Riverside City College Enrollment Management Dashboard 2.0).

Course ID	Course Title	2013-2014		2014-2015	
		Annual Sections	Annual Enrollment	Annual Sections	Annual Enrollment
CAT-1A	Business Etiquette	2	63	1	34
CAT-3	Computer Applications for Business	2	66	2	64
CAT-31	Business Communications	2	74	4	130
CAT-51	Intermediate Keyboarding/Document Processing	1	19	1	31
CAT-90	Microsoft Outlook	4	129	2	53
CAT-93	Computers for Beginners	3	99	3	86
CAT 98A	Introduction to Excel	7	222	7	191
CAT-98B	Advanced Excel	3	45	3	41

Annual completions in TOP Code 0514 was 26 in 2013-2014 and 34 in 2014-2015 (California Community College Chancellor's Office Data Mart http://datamart.cccco.edu/Outcomes/Program_Awards.aspx).

Survey

Current labor market information establishes adequate local employment opportunities for program completers. Therefore, an employer survey has not been conducted.

Item 6. Place of Program in Curriculum/Similar Programs

Review of Riverside City College's active inventory records at the Community College Chancellor's Office revealed that none of the records in connection with this approval need to be made inactive or changed.

The proposed program will not replace any existing state-approved Certificates of Completion currently in the college's inventory. A number of program courses in the current proposal are a part of two existing locally-approved programs in this TOP Code. The focus of the existing programs are administrative, clerical support, and office management. Discipline plans are underway to consider possible program deletion of these locally-approved certificates of less than 12 units in order to clarify completion pathways for students, add the certificate completion to the student's transcript, and allow for better tracking of program completion outcomes at the college.

Item 7. Similar Programs at Other Colleges in the Service Area

No similar program awards currently exist in region 9. One program currently exists at San Diego City College (Region 10).

References

Burning Glass Industries. (March 2015) *Crunched by the Numbers: The Digital Skills Gap in the Workforce*. Retrieved from http://104.239.176.33/wp-content/uploads/2015/06/Digital_Skills_Gap.pdf

State of California, Employment Development Department Employment Projections, Riverside-San Bernardino County Metropolitan Service Area.
<http://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>

Supporting Documentation Labor Market Information and Analysis

Labor Market Net Job Market and Earning Potential

The following completions data establishes adequate demand given completer projections of over 4,000 projected openings as documented by the state Employment Development Department job opening projections over the next 5 years.

Employment Development Department, Labor Market Information Division Job Projections for 2012-2020 Riverside-San Bernardino Metropolitan Statistical Area September 25, 2015		
SOC- CODE	JOB TITLE	ANNUAL JOB OPENINGS
41-2031	Retail Salespersons	2,459
43-4051	Customer Service Representatives	652
43-4171	Receptionists and Information Clerks	339
43-9061	Office Clerks, General	925

Regional employment projection data

According to the Employment Development Department (EDD) Labor Market Information Division, between 2012 and 2020 the following business information occupations in the Riverside-San Bernardino-Ontario Metropolitan Statistical area are expected to grow steadily. The EDD projects that within this time frame, there will be entry-level job openings for 8,320 additional Retail Salespersons (\$10.24 median hourly rate, SOC 41-2031); 2,870 additional Customer Sales Representatives (\$16.43 median hourly rate, SOC 43-4051); 1,270 additional Receptionists and Information Clerks (\$12.80 median hourly rate, SOC 43-4170); and 4,470 additional Office Clerks (\$13.37 median hourly rate, SOC 43-9061). The EDD data also indicates that between 2012 through 2020 Retail Salespersons and Office Clerks are among the Occupations with the Most Job Openings within this time frame. Advisory committee feedback justifies overall need for the skills within this program.

Explanation of Employer Relationship

The Computer Applications and Office Technology discipline has kept in close contact with local industry employers, especially with the City of Riverside and Riverside Personnel Services and local information technology personnel.

List of Members of Advisory Committee

Current members of the Advisory Committee include:

- Lea Deesing, Chief Innovation Officer,
City of Riverside & Executive Director of SmartRiverside

- Louis Arul Doss, Assistant Chief Information Officer,
County of Riverside Information Technology
- Kathleen Hartman, President and Chief Executive Officer,
Riverside Personnel Services
- Deisy Ruiz, Human Resources Department
City of Riverside

Recommendations of the Advisory Committee

Committee members were pleased to see Business Communications and Business Etiquette/Customer Service on the certificate. All members expressed the need for workers who are capable of communicating clearly and on a technical level. A strong emphasis on written communication skills was recommended. There was positive acceptance of the certificate and many expressed the desire to work with the college to develop internships (Supporting Documentation – Advisory Committee Recommendations- Appendix A).

SUPPORTING DOCUMENTATION -APPENDIX A

Riverside City College
CAT/CIS Advisory Meeting (EXCERPT –BIW)
October 27, 2015
Alumni House – 6:30-8:00 PM
Meeting Notes

Industry Attendees

- Lea Deesing, Chief Innovation Officer,
City of Riverside & Executive Director of SmartRiverside
- Louis Arul Doss, Assistant Chief Information Officer,
County of Riverside Information Technology
- Kathleen Hartman, President and Chief Executive Officer,
Riverside Personnel Services
- Deisy Ruiz, Human Resources Department
City of Riverside

Riverside City College Attendees

- Patricia Avila, Dean, Career and Technical Programs
- Paul Conrad, Assistant Professor, Computer Science and Computer Information systems
- James Cregg, Associate Professor, Computer Information Systems
- Scott McLeod, Associate Professor Computer Information Systems
- Dr. Mark Lehr, Professor, Computer Science and Engineering
- Janet Lehr, Associate Professor, Computer Applications and Office Technology and Computer Information Systems

Curriculum Comments and Feedback

A. *Business Information Worker Certificate*: Information regarding the origins of the certificate and the existing courses was presented.

Q: **(KH)**: Are you seeing more students with application skills when they come to the college?

A: Yes, but they are not as strong in the productive use of the applications such as Excel. Younger students tend to have some application skills. But at the High School they aren't getting as much skills as we'd hope. Some are more tech savvy then in the past. They all have computers but they have rudimentary skills in Excel. We've assumed they have Word experience because they are turning reports in high school. That doesn't mean they have writing skills.

Q: (LD): How do you measure the written communication skills in the Business Communications course?

A: We evaluate writing by grading written and electronic assignments. Feedback is provided via recorded feedback and/or digital markup and feedback.

(LAD) The CAT 31 courses caught his eye. They have technologists who can do the technical things but the challenge is making sure they are communicating efficiently and at a business level. It is easier to grade programs. It's harder to grade communication level and hard to train. Customers can have problems due to poor communication.

(LD) We have a language divide. We have so many kids that can't be hired because of this problem that we need to address it. It's a huge problem. Their office is actually administering writing tests, a basic hand-written essay, to staff as they come in to determine if they can put them in front of a customer, maybe write. They want to see if a person could potentially write a piece of communication such as an email. They're not even shooting for whether the person could write a city-wide email. Can they communicate one-on-one? They found one in 60 applicants can communicate city-wide. They need employees who can write basic sentences.

(LAD) Glad to see Business Communications course on the certificate. He believes that writing for a business environment is very different than academic writing. From the start students and potential employees need to understand how to communicate with senior leadership.

(LD) We also need to know if they can create a piece of communication spontaneously, not just cutting and pasting. We make them sit down and write an essay.

(DR) This is an issue coming up a lot more. We're providing this training internally for employees. We're working with RCCD to bring in some of that training. We have different levels. To see a focus here is good, maybe even more. How long are the course?

(JL) The three unit courses are 16 weeks. The one and a half unit courses are generally 8 weeks. Would all of you understand or recognize what a Business Information Worker was if someone had this certificate? That was my concern. We traditionally have had certificates aligned with industry job titles.

(DR) When I saw the title I thought could this person work in any office or just Information Technology?

(JL) The state research supports that these skills are foundational. To get in the door in a number of positions these skills are required. Keyboarding was a given. No Question. We also need your affirmation about moving forward.

(LAD) It think this very good. I like this one. What I look for in a candidate involves three levels. The first is to see if the candidate can program, second is writing, and the third, and is to see if they can talk. He thinks this curriculum speaks to part of that process.

(KH) I do too.

General consensus is to move forward with this certificate. Advisory members liked seeing Business Communications and Business Etiquette/Customer Service on this certificate. There are opportunities for internships with City of Riverside and Riverside Personnel.

PROGRAM OUTLINE OF RECORD
NEW CERTIFICATE OF ACHIEVEMENT

BUSINESS INFORMATION WORKER

COLLEGE: RIVERSIDE CITY

TOP CODE: 0514

The Business Information Worker Certificate of Achievement is designed to prepare students for entry-level and administrative support in a variety of fields and businesses.

Certificate Program

Program Learning Outcomes

Upon successful completion of this program, students should be able to:

- Demonstrate computer literacy with respect to computer hardware and software applications
- Apply standard rules of business conduct and customer service.
- Develop specialized keyboarding skills at an employable level of accuracy and speed.
- Use word processing, spreadsheet, presentation graphics, and scheduling software to perform business and office tasks.
- Apply oral and written communication skills in various business and office environments.
- Design, modify, query, and manipulate lists (database and information in workbooks using common formulas, data and what if scenario tools to organize and convey information.

Required Courses (19 units)		Units
CAT-1A	Business Etiquette	1
CAT/CIS/BUS-3	Computer Applications for Business	3
CAT-31	Business Communications	3
CAT-51	Intermediate Keyboarding/Document Formatting	3
CAT/CIS-90	Microsoft Outlook	3
CAT 93	Computers for Beginners	3
CAT/CIS-98A	Introduction to Excel	1.5
CAT/CIS-98B	Advanced Excel	1.5