

G R O S S M O N T  
C O L L E G E



12/7/2015

**BUSINESS INFORMATION WORKER PROPOSAL  
CERTIFICATE OF ACHIEVEMENT (COA)**

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## **PART A- PROPOSAL NARRATIVE**

### ***Item 1. Program Goals and Objectives***

Grossmont College's vision is "Changing Lives through Education." And aims to meet its vision through several components: "Grossmont College is committed to providing an exceptional learning environment that enables diverse individuals to pursue their hopes, dreams, and full potential, and to developing enlightened leaders and thoughtful citizens for local and global communities."

Our mission is fulfilled by providing the people of East San Diego County with:

- Transfer degrees and certificates programs
- Career technical education and workforce development
- Basic skills
- Student support services that promote student access and achievement
- Community education

The Business Information Worker Certificate of Achievement (CoA) supports the career and technical education and workforce development component of Grossmont College. The goal of the CoA is to provide relevant workforce development skills that meet industry needs and allow students to successfully place into demand based job markets. Students who successfully complete the Business Information Worker (BIW) certificate will be prepared to thrive in the job arena related to office administrative support positions and if they choose to continue on to a 2-year degree at Grossmont College, though the 2-year degree is not part of this proposal it is worth mentioning. With the BIW also being jointly offered by our partner college, Cuyamaca College, we share the understanding that students who complete the BIW will be "prepared for employment in office administrative support positions. Enrolled students will be prepared in a broad range of entry-level office skills and applications which promote success in a variety of office environments. Essential components of the curriculum include a solid foundation in Microsoft Windows and Office, as well as critical thinking, problem solving, and interpersonal skills."

### ***Item 2. Catalog Descriptions***

This certificate is a job readiness pathway or certificate for office workers, developed in conjunction with local employers. Enrolled students are prepared in a broad range of entry-level office skills and applications which promote success in a variety of office environments. Essential components of the curriculum include a solid foundation in Microsoft Windows and Office, as well as critical thinking, problem solving, and interpersonal skills.

## Program Learning Outcomes

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

1. Use computer input devices to properly and efficiently create and edit documents in word processing and spreadsheet programs, such as Word and Excel, and electronic communications such as email.
2. Work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds and with people with different organizational roles, social affiliations, and personalities.
3. Communicate effectively and professionally in business situations through physical or virtual presence, writing, speaking, and electronic media.

## Catalog Descriptions for Each Course in the Certificate

**BOT119:** This course is designed for students who wish to learn the latest generation of Windows. Students will learn to use the Windows operating system efficiently to create and manage files and folders. In addition, students will learn the latest in the “universal” applications.

**BOT100:** Beginning keyboarding techniques for students who wish to use keyboarding skills for inputting information on computers. This course is taught on computers using appropriate software. Emphasis on the development of speed and accuracy by use of touch keyboarding methods, development of touch skills on the 10-key pad, understanding of basic vocabulary and concepts used in keyboarding operations for inputting and retrieving information, and composition at the keyboard. For students with physical disabilities that may impair proficiency, emphasis will be on quality of output instead of speed, and on the use of alternative input devices.

**BOT114:** Designed for students who want to learn the most commonly used features of a popular word processing software package. Upon completion, students will be proficient in using text editing and formatting commands to produce typical business documents, and in using the mail merge feature to produce form letters, labels and envelopes. Those desiring more in-depth coverage of these and additional topics should consider enrolling in BOT 120, 121, 122. Not open to students with credit in BOT 121, 122.

**BOT115:** Designed for students who want to become proficient in the most commonly used features of Microsoft Excel. Basic spreadsheet concepts and terms will be introduced. Students will learn how to create, format and revise spreadsheets, charts, basic formulas, and templates. The use of simple macros will be introduced. Those desiring more in-depth coverage of these and additional topics should consider enrolling in BOT 123, 124, 125. Not open to students with credit in BOT 124, 125.

**BOT151:** Designed to offer students proficiency in the use of Microsoft Outlook to create email messages, maintain personal calendars and schedules, plan work, maintain contact lists, and organize information.

BUS115: Examines the human aspects of the organization with an emphasis on the role of the individual in the formal and informal structure of the organization. Leadership and group dynamics, motivation, job enrichment, organizational change, and communications—both verbal and nonverbal—within the organization will be covered.

BUS128: Development of the ability to analyze, organize, and compose various types of written and oral business communications with an emphasis on writing clear, concise and persuasive letters, memos and reports.

CSIS 105: This is an introductory small computing course for those desiring beginning computer knowledge and skills. It includes an overview of a typical personal computer system including input and output devices, the processor, and storage devices. Also included is hands-on experience with a computer and popular applications software. Emphasis will be placed on those skills and knowledge needed to use and maintain a home or small business computer.

CSIS110: An introductory course in information technology with an emphasis on business and business-related applications. Concepts include computer organization, data processing systems, decision support systems, systems analysis and design. The laboratory component consists of hands-on problem solving using software applications including spreadsheets and databases.

### ***Item 3. Program Requirements***

Course	Title	Units
BOT119	Windows for the Information Worker	2
BOT100	Basic Keyboarding	1
BOT114	Essential word	1
BOT115	Essential Excel	1
BOT151	Using Microsoft Outlook	1
BUS115	Human Relations in Business	3
BUS128	Business Communication	3
CSIS105	Introduction to Computing	3
OR		
CSIS110	Principles of Information Systems	4
Total Required		15-16

### ***Item 4. Master Planning***

The goals and objectives of the Business Information Worker CoA program, as stated above in Item 1, are directly aligned with Grossmont College's mission to provide career technical education and workforce development and transform lives through education. The program was developed in collaboration with the statewide Information and Communication Technologies sector navigation team, Business Information Technology faculty, and Cuyamaca College. It is a standardized certificate for office workers, developed in conjunction

with local employers, and offered statewide. Grossmont College is listed in the San Diego Region brochure publicizing this new certificate.

#### ***Item 5: Enrollment and Completer Projections***

An analysis of awards data on the CCCC DataMart showed that over the five-year period from 2010-11 to 2014-15, the nine colleges in the San Diego and Imperial Counties region awarded a total of 541 degrees and certificates in the 0514.00 TOP code. It is anticipated that this certificate will serve as an initial stackable certificate both within the Business Office Technology program area and the Computer Information Systems programs as the state navigators continue work on the pathway.

With the Grossmont College of marketing and the pull of a regional certificate, marketing will be strong and well planned. In partnership with our East County and San Diego Chamber, this program will be disseminated as an option for many of our local employers seeking qualified workers. The BIW will replace existing curriculum, such as the Virtual Office Assistant, and make Grossmont College offerings more relevant and meaningful for the workforce in East County. With our completion rates for existing Grossmont College Business Office Technology programs being in the range of 40-70%, it is our anticipation that the program will carry between 20-30 students in the BIW or its courses.

#### ***Item 6. Place of Program in Curriculum/Similar Programs***

The Business Information Worker program builds on the strong programming of our Business Office Technology faculty but makes such offerings more relevant and attractive, especially in the area related to front office programming and virtual office assistant. The BIW nests within the existing Business Office Technology programs at Grossmont College. Each of the courses in the Certificate is aligned regionally to ensure employer recognition of the certificate and support student success.

#### ***Item 7. Similar Programs at Other Colleges in Service Area***

Grossmont College is part of the Grossmont Cuyamaca Community College District (GCCCD) serving the east county region of San Diego. Cuyamaca is also developing this certificate as part of the regional effort being led by the Information Communications Technology sector navigators.

**PART B-LABOR MARKET INFORMATION (LMI)**

Summary: Table A and B both illustrate that job demand exceeds number of degrees conferred.

**Table A: California Education Department Job Openings**

Projections of Employment by Occupation, 2012 – 2022			
<b>Occupations Matched to Top Code(s):</b>		<b>Geography:</b> San Diego County	
051400 <i>Office Technology/Office Computer Applications</i>			
Annual Job Openings by Occupation			
SOC Code	Occupation Title	2012 Employment	Annual Job Openings <sup>1</sup>
	(Link to Occupation Profile)		
436011	<u>Executive Secretaries and Administrative Assistants</u>	8,690	178
436014	<u>Secretaries, Except Legal, Medical, and Executive</u>	18,350	673
	<b>Total</b>	27,040	851
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<sup>1</sup> Total Job Openings are the sum of new jobs from growth plus net replacements. Annual job openings are total job openings divided by the number of years in the projection period.			

**Table B: Certificate and Degrees Conferred for Office Related Programs**

California Community Colleges Chancellor's Office					
	2010- 2011	2011- 2012	2012- 2013	2013- 2014	2014- 2015
<b>TOTAL</b>	<b>98</b>	<b>84</b>	<b>108</b>	<b>143</b>	<b>108</b>
<b>AVERAGE</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>16</b>	<b>12</b>
Cuyamaca College	10	16	6	11	4
Grossmont College	3	7	16	20	15
Imperial Valley College	16	16	21	20	28
MiraCosta College	20	6	4	11	8
Palomar College	6	3	10	5	5
San Diego City College	20	4	22	47	23
San Diego Mesa College	9	15	13	4	4
San Diego Miramar College	1	6	6	18	12
Southwestern College	13	11	10	7	9
Report Run Date As Of : 11/29/2015 5:45:58 PM at <a href="http://datamart.cccco.edu/Outcomes/Program_Awards.aspx">http://datamart.cccco.edu/Outcomes/Program_Awards.aspx</a>					