



Business Pathway

MANNY BAKERSFIELD COLLEGE & RUDY BAKERSFIELD COLLEGE

COLLEGE COUNCIL, MARCH 2021



Business Pathway



FACULTY LEAD:

RUDY BAKERSFIELD COLLEGE



PATHWAY DEAN:

MANNY BAKERSFIELD COLLEGE





Business Pathway



“THE NAME ON THE FRONT OF THE JERSEY IS MORE IMPORTANT THAN THE NAME ON THE BACK.”



Business Pathway Programs



Degrees:

Accounting (AA)

Administrative Office Assistant (AA)

Business Administration (AS-T)

Economics (AA-T)

Certificates of Achievement:

Bookkeeping (COA)

CompTIA (COA)

General Business (JSC)

Office Assistant (COA)

Office Assistant (JSC)

Non-Credit Certificates of Completion:

Basic Internet Skills Certificate of Completion (NC)

Basic Office Skills Certificate of Completion (NC)

Basic Office Software Skills Certificate of Completion (NC)

Beginning Computer Skills Certificate of Completion (NC)

Customer Relations Certificate of Completion (NC)

Digital Marketing for Small Business Certificate of Completion (NC)

Entrepreneurship Certificate of Completion (NC)

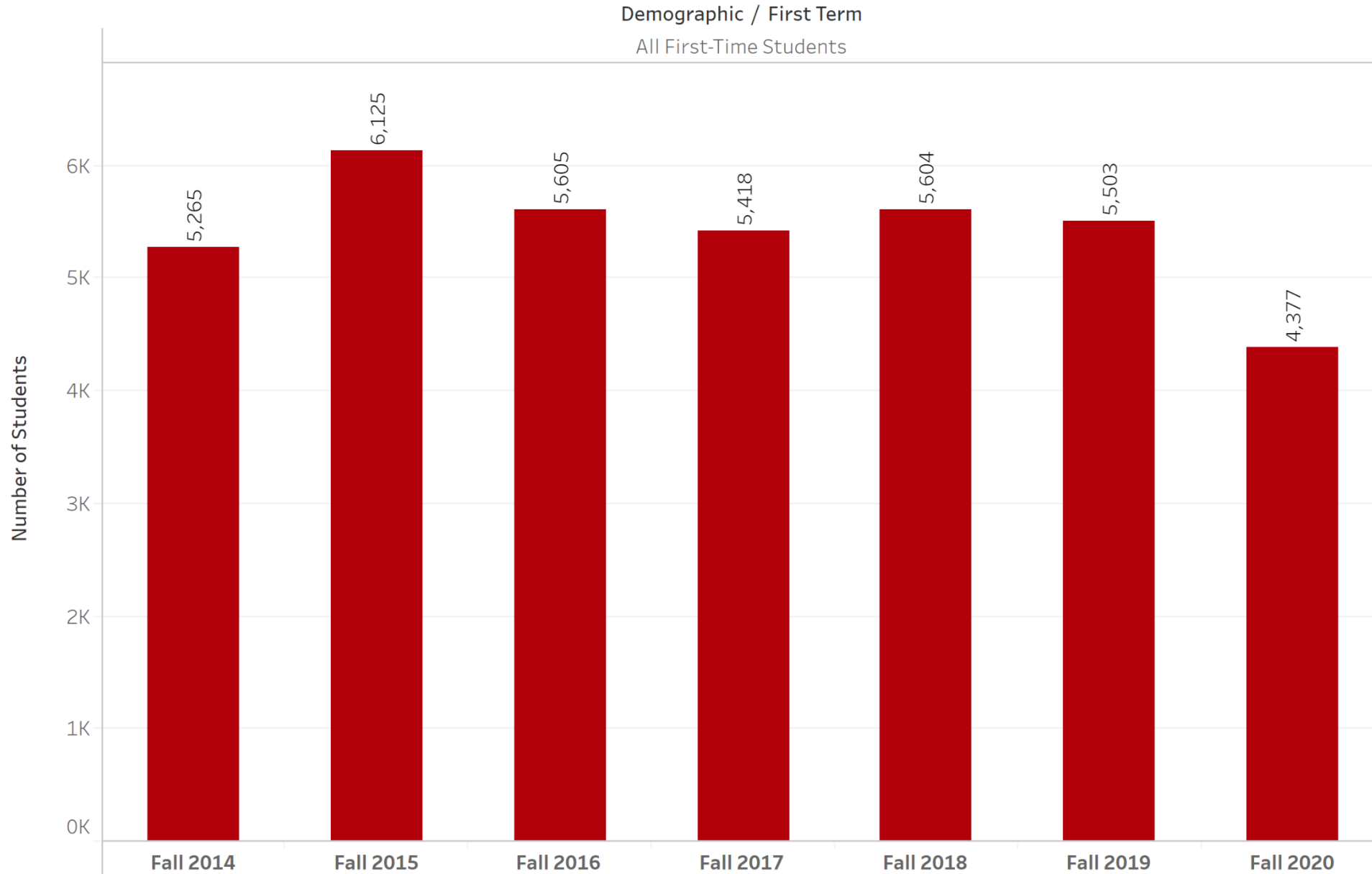
Powerful Presentation Certificate of Completion (NC)

QuickBooks Basics for Small Business Certificate of Completion (NC)

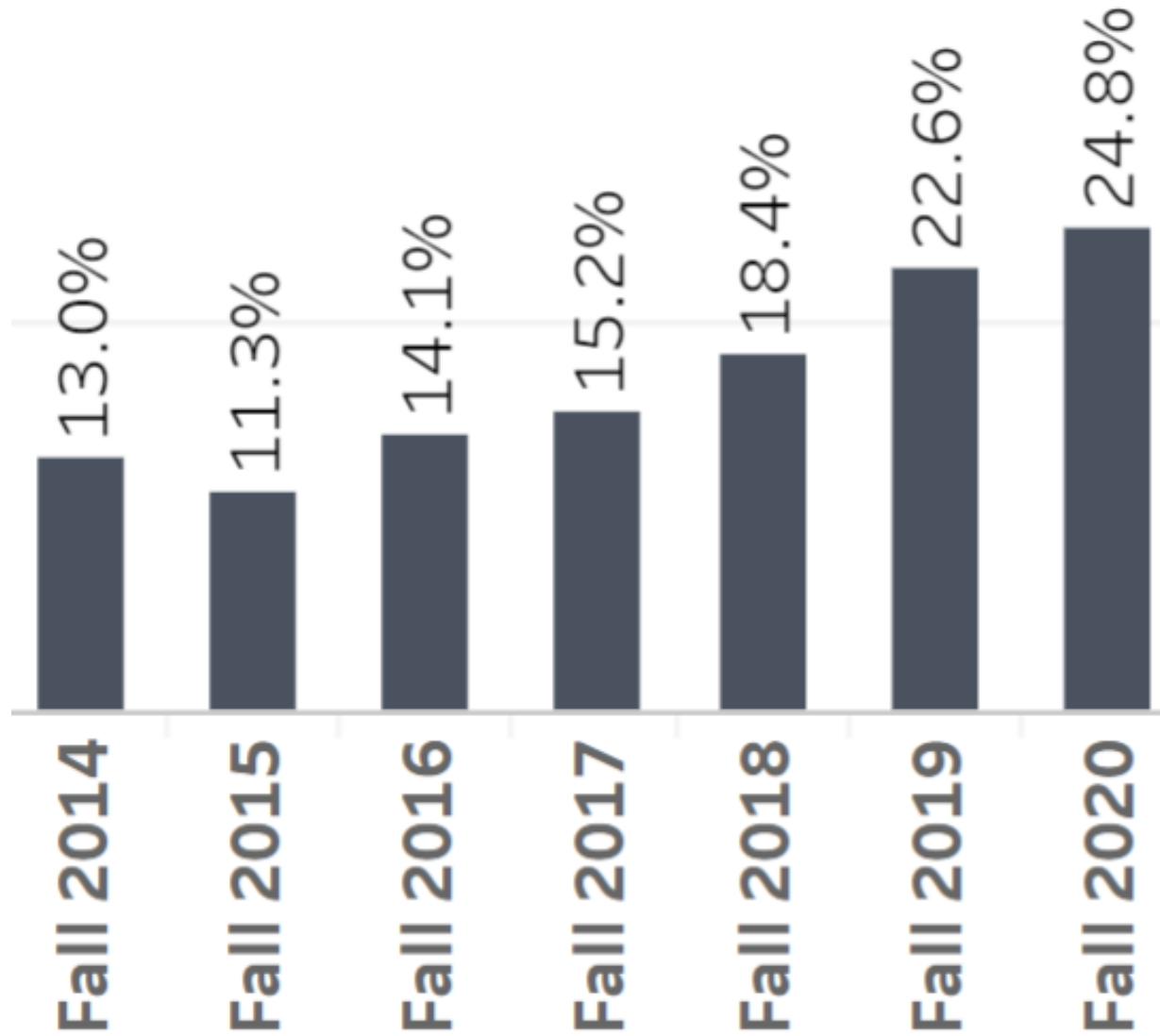
Recruiting and Managing Employees Certificate of Completion (NC)

Sales Techniques Certificate of Completion (NC)

First-Time Student Headcount by All First-Time Students



First-Time Students Attempting 15+ Units in Their First Term

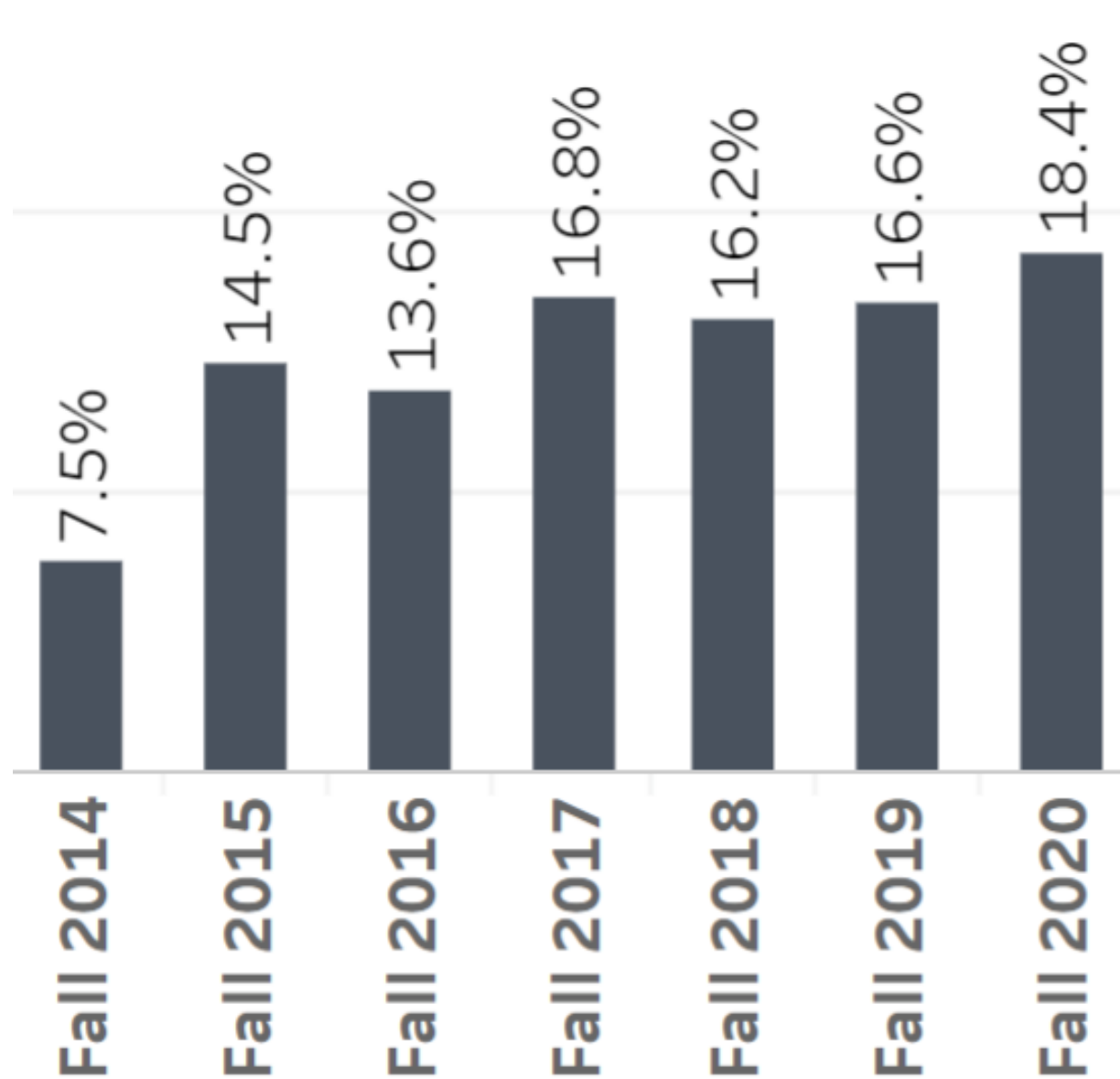


Increasing Completion!

Fall 2020: 9.7% increase

5-year Trend: 90.8% increase

First-Time Students Attempting 30+ Units in Their First Year



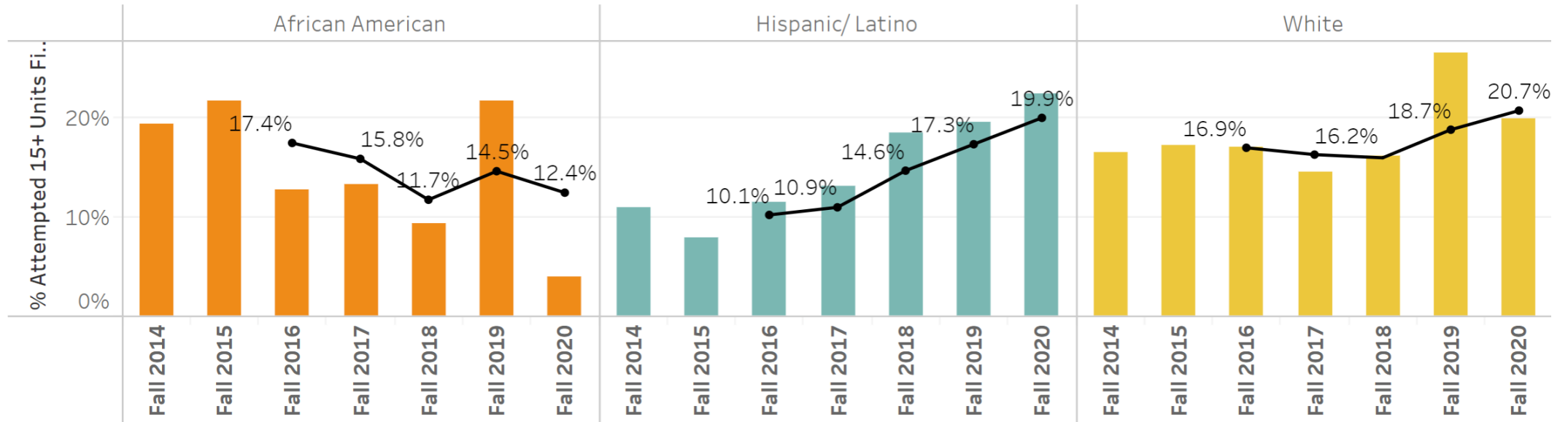
Increasing Completion!

Fall 2020: 10.8% increase

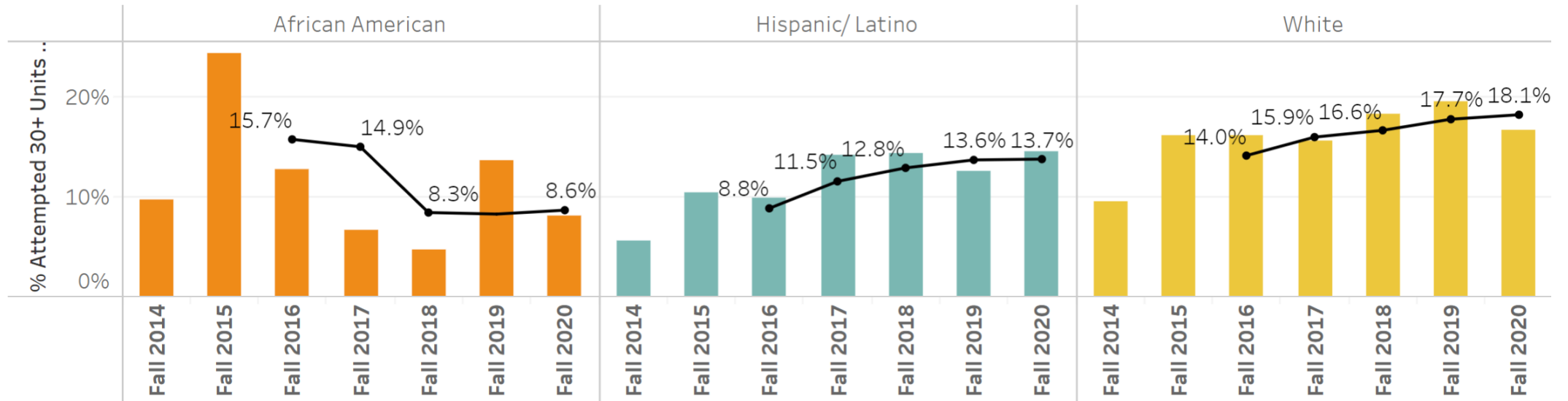
6-year Trend: 145.3% increase

Ethnicity:

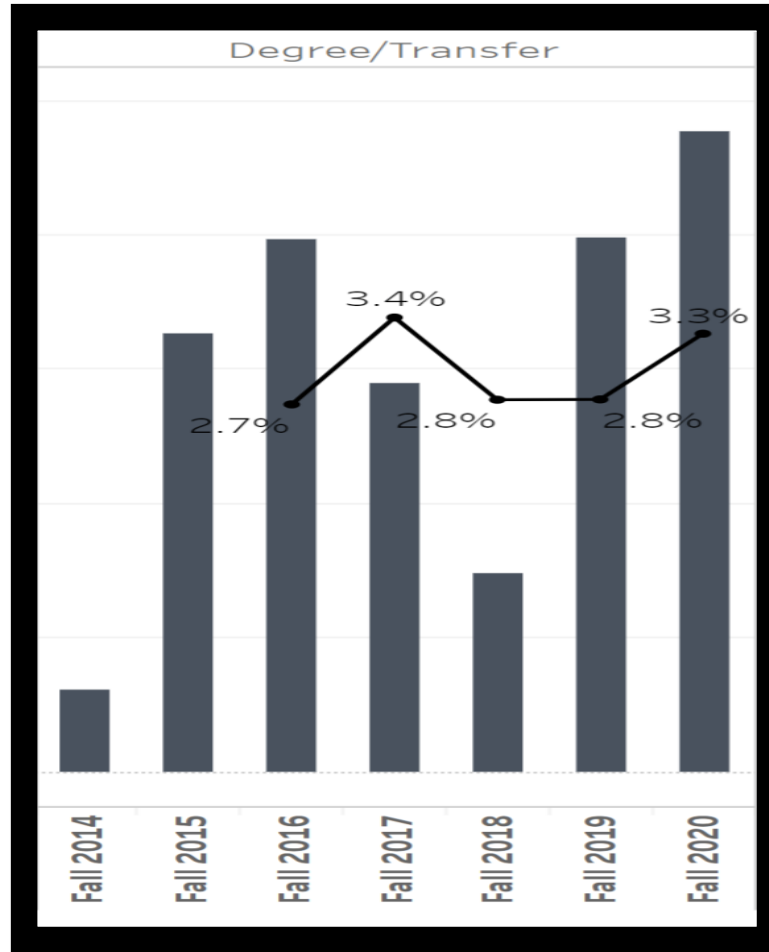
First-Time Students Attempting 15+ Units in Their First Term



First-Time Students Attempting 30+ Units in Their First Year



First-Time Students Completing Transfer-Level English and Math in Their First Year by: Student Journey Type



Increasing English and Math Completion!

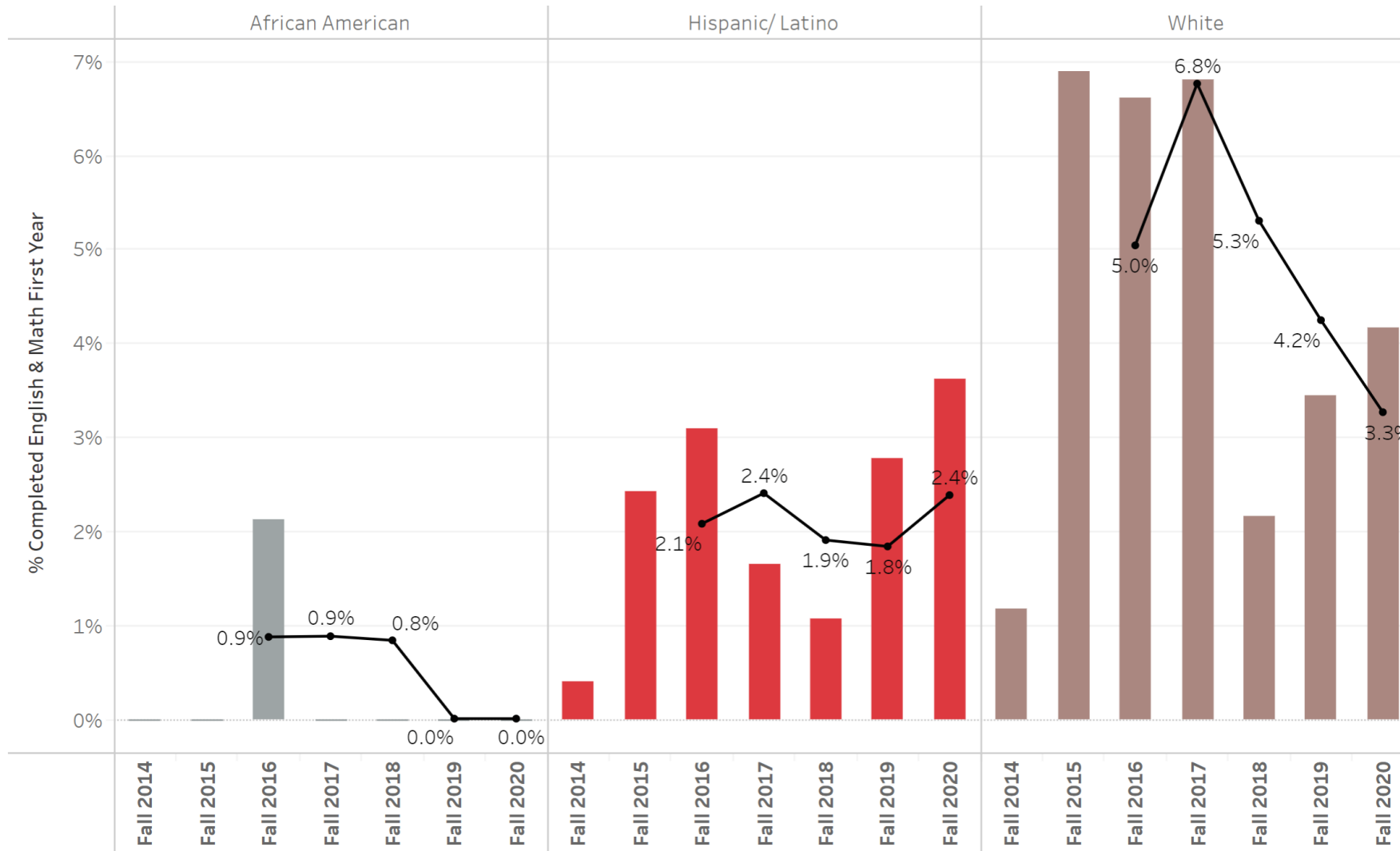
Fall 2020

- 17.86% increase from last year

Opportunities for Growth:

- Only 17% of Pathway students are attempting transfer-level English and Math, and
- Only 3.3% are completing
- We need to increase both the number and percentage of attempts and completions

First-Time Students Completing Transfer-Level English and Math in Their First Year by: Ethnicity



Mixed bag

Increase in completion about
Hispanic/Latino students

Opportunities for Growth:

- Increase rates among African American and White students
- Overall, we still need to increase both the number and percentage of attempts and completions

Curriculum Changes

New Degrees!



Approved

- Non-Credit Certificates of Completion (*11 Certificates*)

In Progress

- Logistics & Supply Chain Management
- Culinary Entrepreneur Certificate of Achievement (*Hosted in the FACE Department*)
- Business Administration 2.0 Associate in Science for Transfer



Pathway Efforts

- Calling Campaign Participation
- End of Semester Emails from Faculty
- Periodic Pathway Canvas/Email Communications
- Department Starfish Trainings

Business Pathway Events

Business & Entrepreneurial Virtual
Recruitment (April)

Resume Workshop

Business Pathway Professional Panel

Business Pathway Professional Panel

February 24, 2021

10:00 am - 11:30 am

Join the panel:

<https://bit.ly/3p6EFoj>

The Business Pathway is proud to announce our first annual Expert Panel event! We will be inviting local Business owners, managers and experts to talk about their journey. You will be able to ask questions and learn from some of the best business minds in Bakersfield.



BUSINESS & ENTREPRENEURIAL CAREER EXPO

Join us for our Annual Business & Entrepreneurial Career Expo and survey the professional landscape of your field before you get there! This event is available to all Bakersfield College students, faculty, staff, and the community.

Learn about various careers in:

- Business Administration
- Entrepreneurship
- Computer Science
- Economics
- Accounting

Explore part-time/full-time job opportunities, internships, and talk with various university representatives about continuing your education.

Students are highly encouraged to dress professionally as if preparing for an interview and should also bring several copies of their resume to distribute to interested employers.

Accommodations are available with advanced notice. Please email freddie.rodriguez@bakersfieldcollege.edu

April 22, 2020
10:00 am - 1:00 pm
Huddle Lawn
<https://bit.ly/3aXptEb>



BAKERSFIELD COLLEGE



RESUME WORKSHOP

Business Students

Join Us!

October 28, 2020

2:30 pm - 3:00 pm

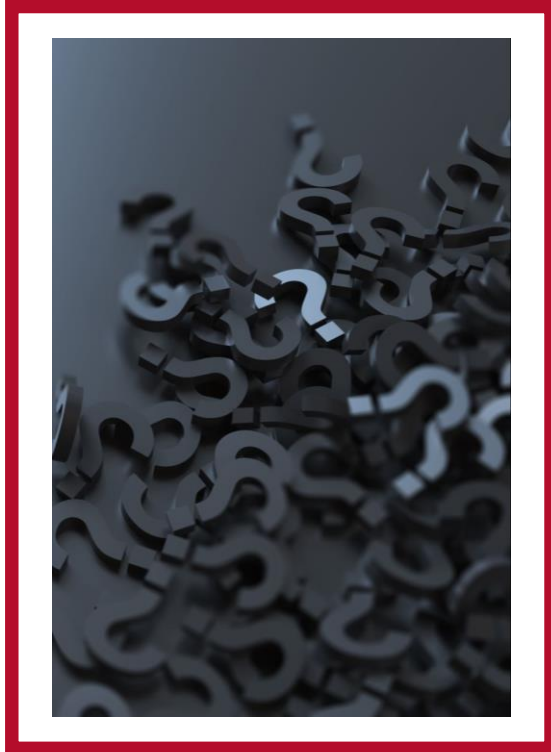
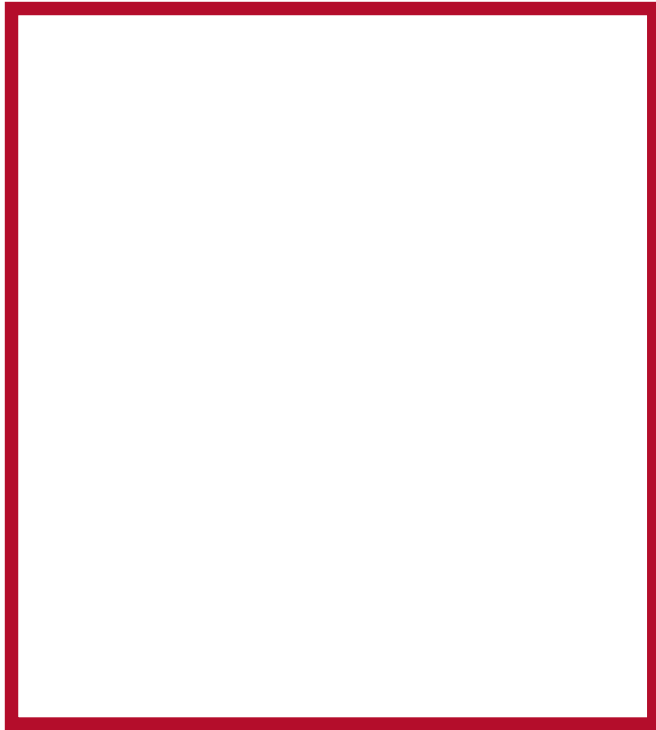
Via Zoom

RSVP Today!

<https://bit.ly/2GDUouJ>



For questions or accommodations email:
Freddie.Rodriguez@bakersfieldcollege.edu



Any
Questions?
