

BUSINESS PATHWAY

PRESENTATION TO
BC COLLEGE COUNCIL



Department Dean

Emmanuel Mourtzanos

Business Counselor

Jonathan Ward

Business Advisor

Jeff La Force

Job Developer

Freddie Rodriguez

Department Chair

Creighton Magers

Faculty-Lead

Rudy A Menjivar



Business Pathway

Mission Statement

The Business Pathway at Bakersfield College is dedicated to providing opportunities to help develop students skills, knowledge, and abilities, enhance their problem-solving skills, and provide hands-on-experiences within the industry of Business, Commerce, Economics, Entrepreneurship, Supply Chain Management and Information Technology. We equip students with tools to help them succeed in their desired field of study while providing an academic environment that fosters critical thinking and innovation. The Business Pathway offers high-quality educational programs and opportunities for students seeking the next level of professional skills to enter the workforce directly, or continue their education at a four-year university.



Bakersfield College has developed various methods to clarify and streamline our Learning and Career Pathways. They include:

- Assessing current pathways to Degrees and Transfer (ADTs, Local Degrees, New Paths, which also include updates and/or revisions)
- Identifying Institutional Barriers for student progress (Financial aid, Academic Support, etc.)
- Aligning mutual goals and expectations (k-12, community college, transfer institutions, etc.)
- Clarifying pathway components (enrollment management, etc.)



Business Pathway

Mission Statement

Advisors will be planning, processing and monitoring the onboarding and enrollment of our first time freshman students, whereas counselors

Will be monitoring the progression to completion of our returning students.



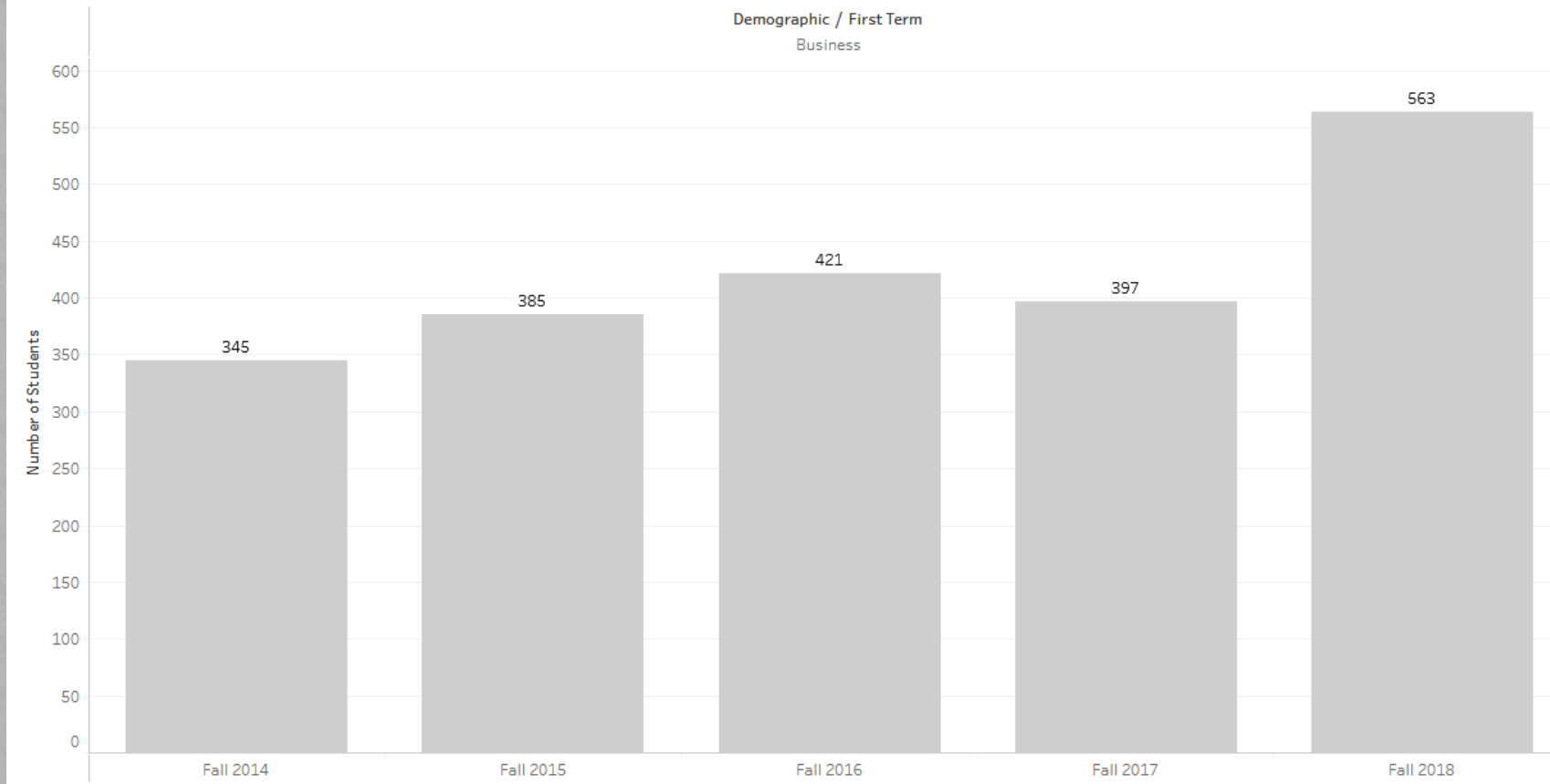
Business Pathway

Momentum Point Data Trends

First Time Student Enrollment

First-Time Student Headcount by Learning & Career Pathway

*Note: Values representing less than 5 students are automatically hidden.



Business Advisor
Jeff La Force



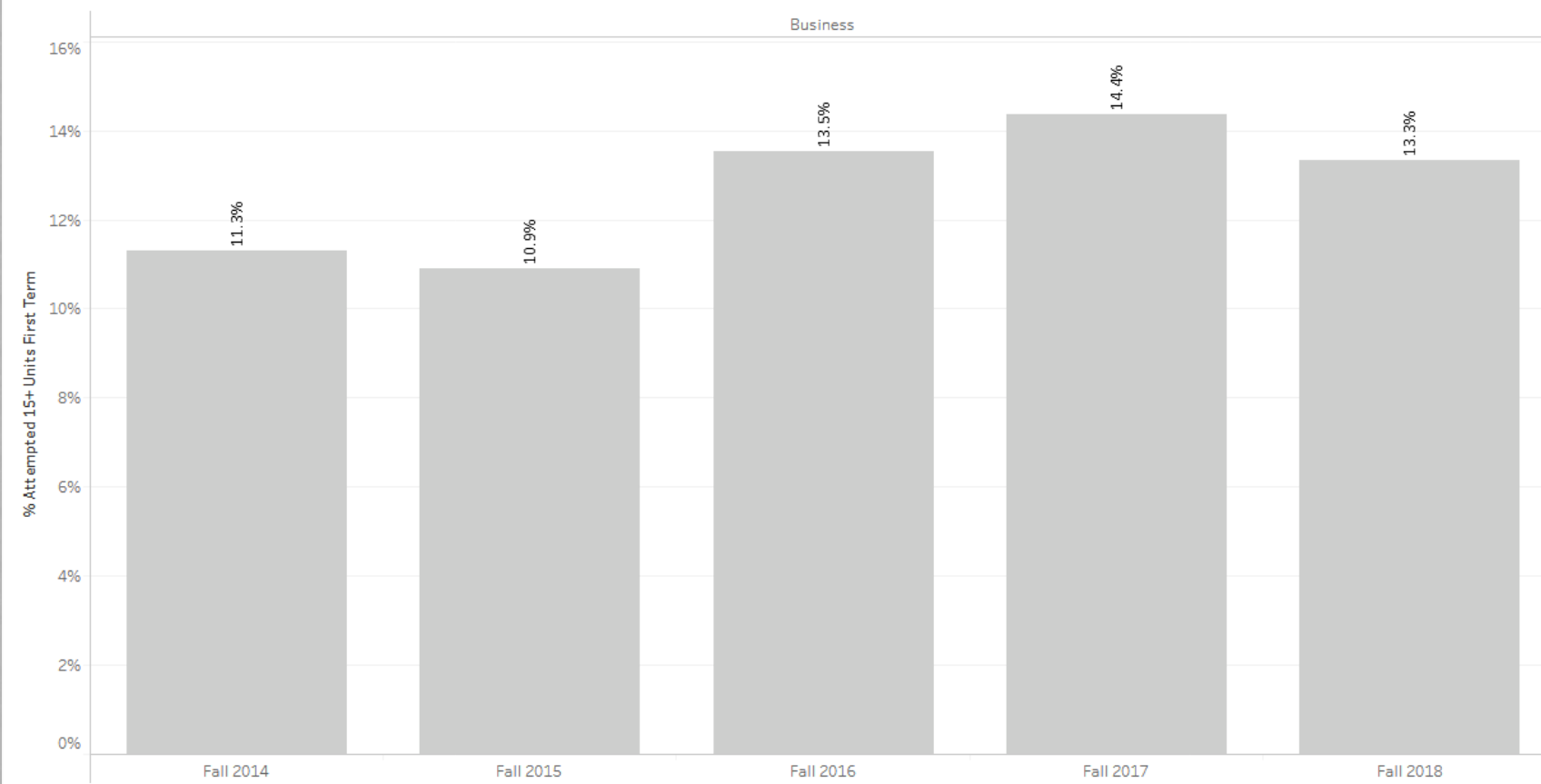
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Momentum Point Data Trends

15 Units Attempted

First-Time Students Attempting 15+ Units in Their First Term by Learning & Career Pathway

*Note: Values representing less than 5 students are automatically hidden.



Fall 2019 – 25%

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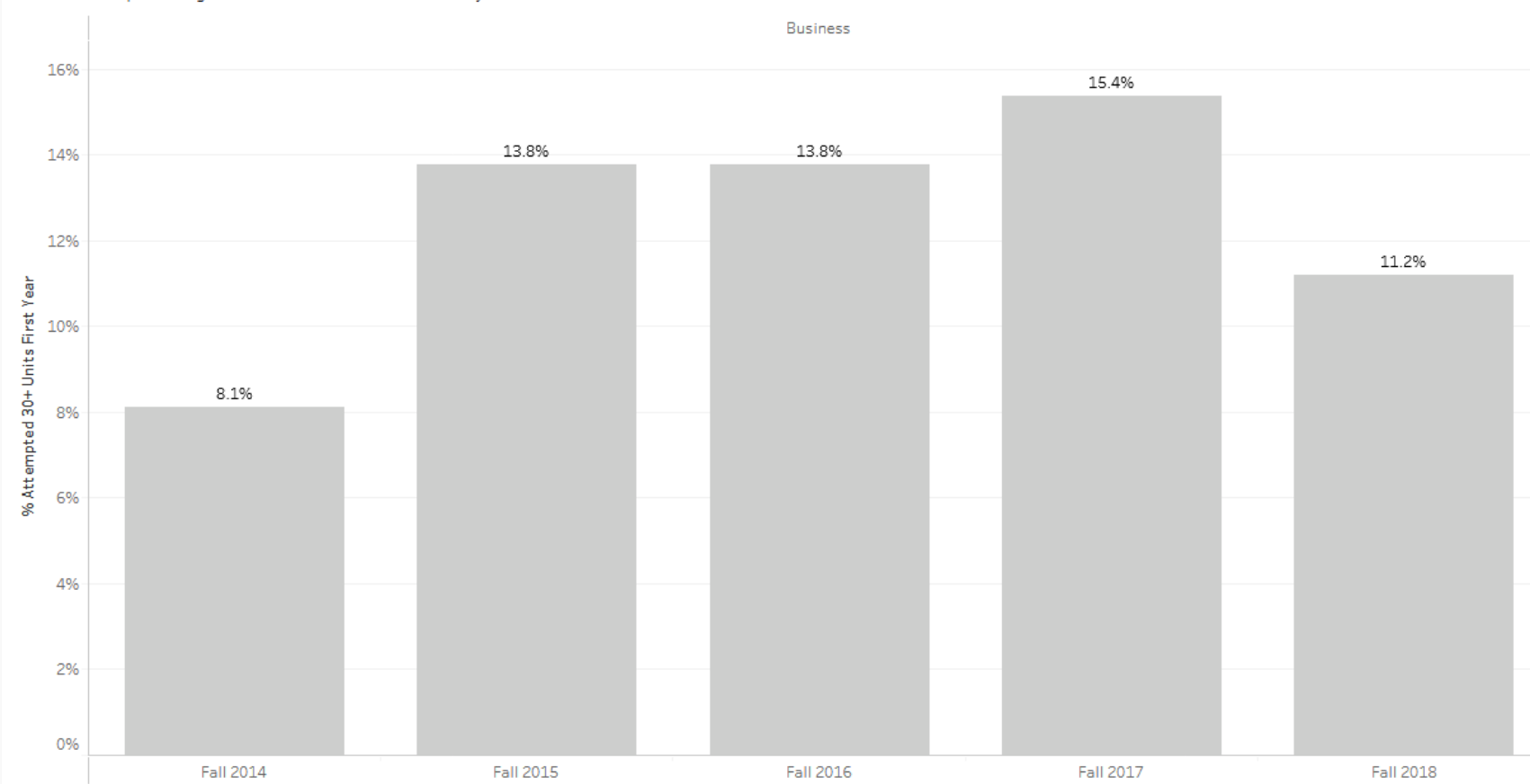
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Momentum Point Data Trends

30 Units Attempted

First-Time Students Attempting 30+ Units in Their First Year by Learning & Career Pathway

*Note: Values representing less than 5 students are automatically hidden.



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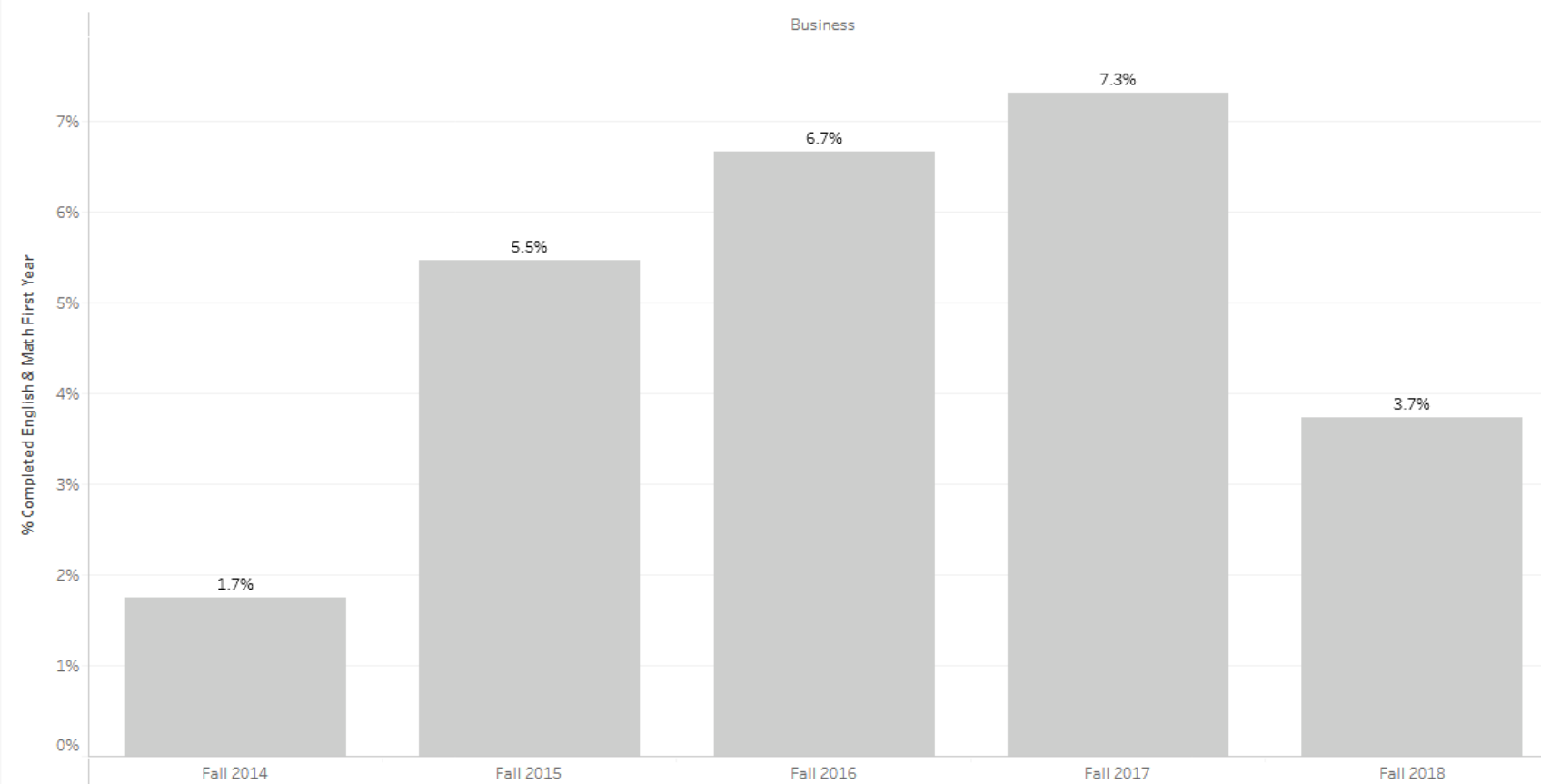
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Momentum Point Data Trends

English and Math in the First Year

First-Time Students Completing Transfer-Level English and Math in Their First Year by Learning & Career Pathway

*Note: Values representing less than 5 students are automatically hidden.



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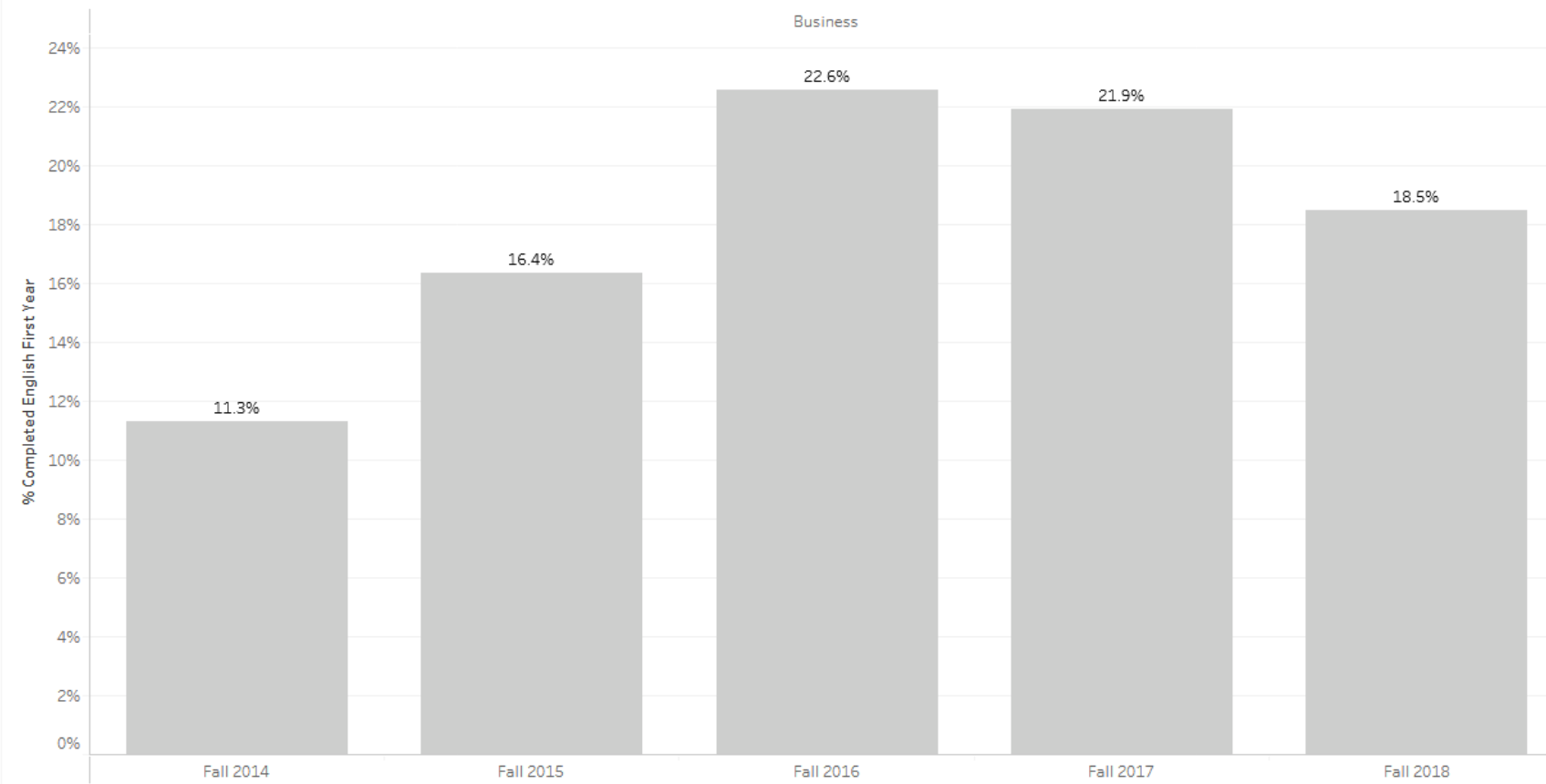
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Momentum Point Data Trends

English Only in the First Year

First-Time Students Completing Transfer-Level English in Their First Year by Learning & Career Pathway

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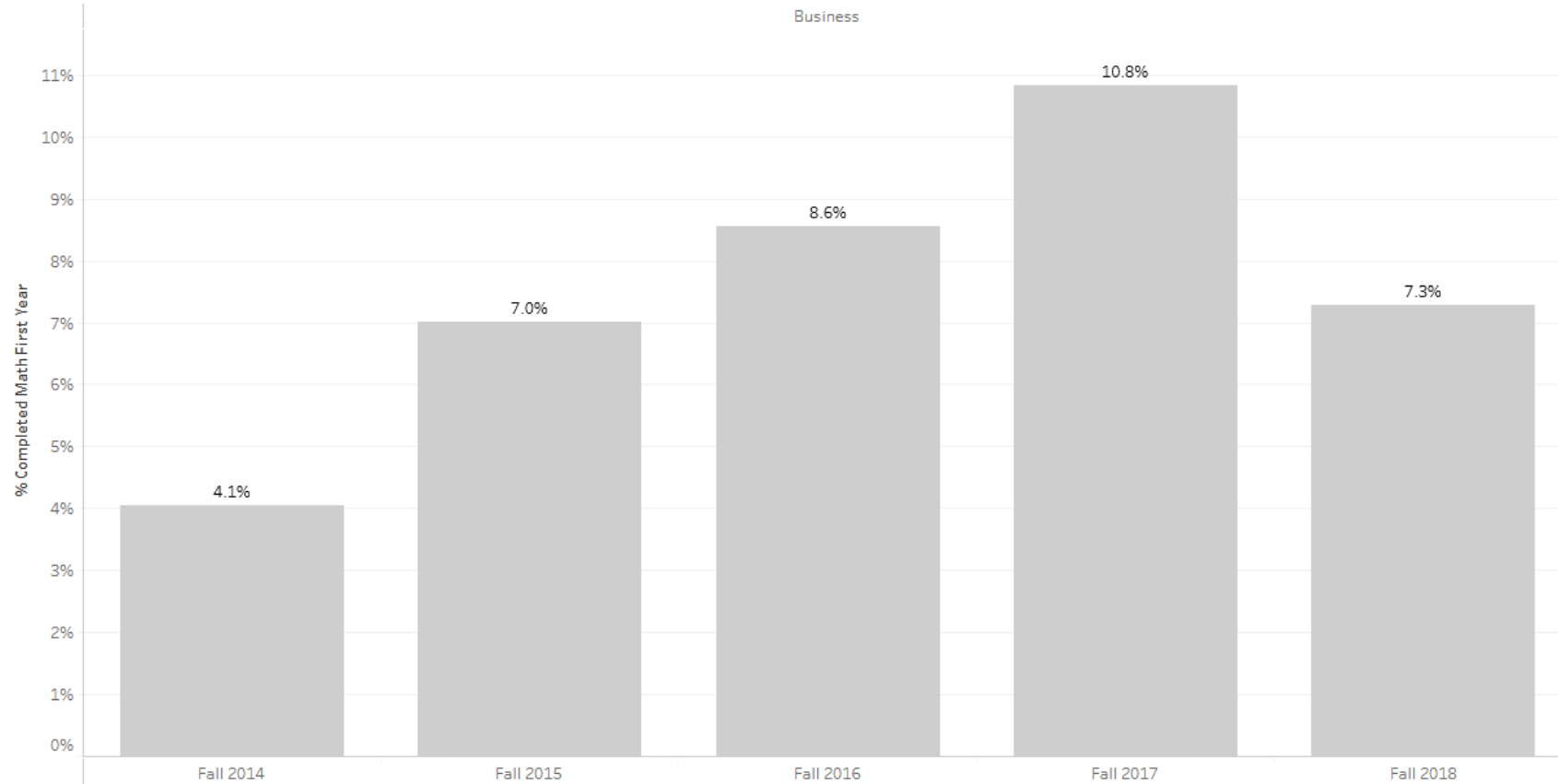
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Momentum Point Data Trends

Math Only in the First Year

First-Time Students Completing Transfer-Level Math in Their First Year by Learning & Career Pathway

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Business Pathway

Data Inquiries

— Fall to Spring Attrition



Business Pathway

2019/2020 Targets

- Increase the number of Business Pathway Associate's degrees earned (in 2020 compared to 2019).
- Increase the number of Business Pathway Associate's Degrees for Transfer earned (in 2020 compared to 2019).
- Decrease the average units earned per completed associates degree.
- Improve momentum point metrics compared to last year (i.e., a higher percentage of students attempting 15 & 30 units, completing English and math in the first year).



Business Pathway

Student Advancement

- + Collaborate with Counselors and Ed Advisor
- + Motivate students to attend Interview and Resume Seminar
- + Motivate students and other faculty to discuss taking 15 credits or more
- + Discuss obstacles with students

Department Chair
Creighton Magers

Faculty-Lead
Rudy A Menjivar



Business Pathway

Business Pathway Event

- **Monday, October 21 - 3:00 pm to 4:00 pm**
- **Monday, October 28 – 10:30am to 12:00 pm**
- **Interview and Resume Seminar**
- **Services and Support for Business Pathway Students**

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Jeff La Force
Business Advisor



Jonathan Ward
Business Counselor



Freddie Rodriguez
Job Developer



Valerie Robinson
Professor of
Business
Management &
Information
Technology
Department



October 21
Karla Montemayor
Social Security
Administration -
Social Insurance
Administrator



October 28
Susenne Rego
Target - Senior
Human Resources
Manager

STAND OUT

INTERVIEW AND RESUME SEMINAR

MONDAY
OCTOBER 21, 2019
FORUM 101
3:00PM-4:30 PM

MONDAY
OCTOBER 28, 2019
LEVAN CENTER
10:30AM-12:00PM

Get the exclusive information from a hiring professional on what makes a resume and an interviewer stand out from the competition!

Also, learn about the services and support you have as a Business Pathway student.



For more information:
<https://bakersfield.jobspoker.com/#/event/stand-out-interview-and-resume-seminar>

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Business Pathway

Job Placement

- Collaborating with Business Faculty
- Expanding Job Placement courses

Job Developer
Freddie Rodriguez



BUSINESS PATHWAY

Presentation to
BC College Council

