Business Pathway

FACULTY LEAD:
RUDY BAKERSFIELD COLLEGE

PATHWAY DEAN:
MANNY BAKERSFIELD COLLEGE
“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

Demographic / First Term
All First-Time Students

Number of Students

- Fall 2014: 5,265
- Fall 2015: 6,125
- Fall 2016: 5,605
- Fall 2017: 5,418
- Fall 2018: 5,604
- Fall 2019: 5,503
- Fall 2020: 4,377
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
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
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
Any Questions?