
Docket Item:

Community College Approval: Chemeketa Community College, Certificate of Completion in Micro Business Operations Certificate, within 52.0703, Small Business Administration/Management.

Summary:

Chemeketa Community College proposes a new Certificate of Completion in Micro Business Operations Certificate. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the degree as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:
RESOLVED, that the Higher Education Coordinating Commission approve the following degree: CC in Micro Business Operations Certificate.



Chemeketa Community College seeks the Oregon Higher Education Coordinating Commission’s approval to offer an instructional program leading to a Certificate of Completion in Micro Business Operations Certificate.

Program Summary

The Micro Business Operations Certificate will prepare individuals with the basics of operating a micro business. This certificate will focus on micro businesses that are owned and operated by one or two individuals. Core skills include managing finances, building a business plan, and marketing. Due to the variety of potential micro business opportunities, the remaining coursework is customizable to meet individual needs. Examples of micro businesses include day care providers, photographers, food cart operators, event planners, cosmetologists, contract workers, cottage industry workers, and home-based online businesses.

1. *Describe the need for this program by providing clear evidence.*

Oregon statistics show an increasing need for entrepreneurship education within the business community. Small businesses represent 99.4% of Oregon business. In 2017, 70,845 new business applications were filed in Oregon. Also, the number of proprietors is increasing at around 3% each year, showing an increase in new business owners. Generational dynamics reflect a growing number of younger individuals want to start their own businesses. Research indicates that 30% of millennials have started their own business (versus 19% for baby boomers) and 49% want to start their own businesses in the next three years. Although it seems logical that training entrepreneurs in management and business functions would increase the likelihood of success for a new business, there is little research of US companies to support this logical conclusion. Research does support that poor management, lack of planning, weak financial skills and poor management reporting do contribute to business failure.*

At the October 25, 2018 Business Technology Advisory Committee meeting, committee members were interested in the certificate and thought that it would benefit students who not only may be applying for a job but also for those who would want to start a business of their own.

* “Who Done it?” Attributions by Entrepreneurs and Experts of the Factors that Cause and Impede Small Business Success: Rogoff, Lee, Sub; Journal of Small Business Management, October, 2004.

2. ***Does the community college utilize systemic methods for meaningful and ongoing involvement of the appropriate constituencies?***

The college uses a range of sources to establish ongoing partnerships with its community constituencies. Some of these partnerships include Northwest Commission on Colleges and Universities, the State Board of Education, Community College Workforce Development, employment advisory boards, student placement organizations, and licensing boards for appropriate occupations.

The Micro Business Operations Certificate. was approved on April 25, 2019. by the Chemeketa Community College's Curriculum Committee and then approved by Chemeketa Community College's Board of Education on June 26, 2019. Chemeketa Community College has partnerships with local high schools to offer courses in their schools for college credit. These courses will prepare students for entry into the program

soon after graduating. Other required and general education courses will be valuable in preparation for entrance into the program and the workforce.

Collaboration with workforce and economic development partners assists the college to build a skilled and trained workforce ready to enter their fields immediately upon completion of the program. The Business Technology department that will be offering this certificate has an advisory committee composed of professionals from across the Willamette Valley:

- Kathy Sime - City of Salem
- Michele Adkins - Salem Electric
- Stefanie Alderin - Westech Engineering, Inc.
- Mel Gregg - City of Salem
- Sarah Kyle - State of Oregon
- Kimmerly McBeth - City of Salem
- Suzi Mendez - Keri Trask Lazarus Law Firm
- Sara Zavala - Marion County

3. ***Is the community college program aligned with appropriate education, workforce development, and economic development programs?***

The courses for this program have been approved by the advisory committee so that students are fully prepared for the workforce. The program courses are:

- BA115: Introduction to Accounting (4)
- BA223: Principles of Marketing (4)
- Or
- BA209: Introduction to Social Media Marketing (4)
- BA250: Small Business and Entrepreneurship (4)
- CA220: QuickBooks (3)
- Electives including: (9)

- CA117: Microsoft Publisher (3)
- CA201D: Microsoft Word Processing 1 (3)
- CA202D: Microsoft Word Processing 2 (3)
- BT230: Organizational Performance and Customer Service (3)
- CA118B: Excel Basics (3)
- CA118C1: Access Basics 1 (1)
- CA118C2: Access Basics 2 (1)
- BA131: Business Computing (4)
- These courses were approved by the advisory committee on October 25, 2018.
- Chemeketa's Micro Business Operations Certificate program will lead to employable skills at the end of the program. Individuals in this field earn an annual wage of \$47,576 per year (qualityinfo.org), therefore it will allow these students to enter the workforce in a family-wage career.

4. ***Does the community college program lead to student achievement of academic and technical knowledge, skills, and related proficiencies?***

The design of the program is a 24 credit hour approved certificate of completion. The primary audience for this program are students who wish to focus on micro business ownership. The learner outcomes for each course provide a range of skills to allow graduates to pursue employment in this industry:

BA115: Introduction to Accounting (3)

- Define and use accounting terminology in business settings.
- Analyze business transactions; locate and correct errors.
- Journalize business transactions, post to the ledger, and prepare a trial balance.
- Prepare a worksheet and complete an income statement and balance sheet.
- Journalize adjusting and closing entries.
- Use special journals for cash control.
- Write checks, use petty cash records, reconcile bank and checkbook balances.
- Use special journals and subsidiary records necessary to purchasing and selling in a retail business.
- Complete an accounting cycle for a merchandising enterprise.
- Figure and journalize material for payroll wages and taxes.

BA223: Principles of Marketing (4)

- Define the purpose and functions of marketing.
- Describe, research, and analyze the uncontrollable elements of the marketing environment, including economics; market segmentation by demographics, psychographics, socio-economic class, and geographic differences; and competitive, political, and legal environments.
- Describe, gather, and interpret primary and secondary marketing research information.
- Describe and anticipate the buying behavior of final consumers.
- Define the marketing mix and strategize a marketing mix for a particular product or service.
- Compare and contrast international marketing with domestic marketing.

- Apply marketing concepts learned throughout the course, including application of the four Ps, use of the three main segmentation strategies to identify target market and positioning, conducting a SWOT analysis, and preparing budgeted financials for a startup business in the form of a business or marketing plan.

BA250: Small Business and Entrepreneurship (4)

- Describe the challenges of entrepreneurship and small businesses, and the business life cycle.
- Explain the process of identifying new opportunities.
- Identify resources and financing necessary to start a new business venture.
- Evaluate the feasibility of a new business venture.
- Develop a business plan.
- Comprehend the advantages and disadvantages of purchasing an existing business, starting a new business, and franchising.

CA220: QuickBooks—Computerized Bookkeeping

- Record and customize accounting information.
- Enter and track a company's revenue and expenses.
- Set up, enter, and prepare payroll information and reports.
- Reconcile a bank statement.
- Obtain, customize, and analyze financial statements.
- Set up, track, and adjust inventory.
- Perform adjusting and closing activities.
- Record and track the depreciation of assets.
- Set up, customize, and maintain a company's accounting file, including a chart of accounts.

These courses lead to the following outcomes that students will be prepared to accomplish:

- Work independently in a micro business environment.
- Integrate computer computation, communication, and critical thinking skills, including financial record keeping and analysis, to successfully manage a micro business.
- Apply knowledge of the purposes and functions of marketing including establishing and retaining a customer base.
- Utilize the operational skills for the student's specific micro business.

Learning will be ensured through the assessment of these program outcomes with the following methods:

Using lectures, small group activities, and a flipped classroom environment.

Instruction methods within this program will be face to face, hybrid, and online courses.

Students will not have general education courses for the degree. Any general education courses may be provided in a face-to-face, a hybrid, or an online environment. Program course lectures provide various hands-on activities.

The college has a unit planning process that includes a program assessment on an annual basis. Student, faculty, advisory committee, and administrative collaboration is incorporated to ensure students are prepared with appropriate skills to enter the workforce and meet the requirements of Micro Business Operations Certificate.

5. ***Does the community college identify and have the resources to develop, implement, and sustain the program?***

The Northwest Commission on Colleges and Universities (NWCCU) accredits Chemeketa Community College.

- The new program will have startup costs of \$0..
- Year 0: Total Revenue: \$0 Total Expenditures: \$0 Net Income (Deficit): \$0
- Year 1: Total Revenue: \$12,600 Total Expenditures: \$600 Net Income (Deficit): \$12,000
- Year 2: Total Revenue: \$17,640 Total Expenditures: \$300 Net Income (Deficit): \$17,340
- Year 3: Total Revenue: \$22,680 Total Expenditures: \$225 Net Income (Deficit): \$22,455

The Micro Business Operations Certificate of Completion program has 4 full-time faculty positions along with adjunct faculty who generally work full-time in the industry. The program has the flexibility to use general fund dollars to expand the adjunct workforce to teach additional courses in the degree and to offset full-time workload as needed. Chemeketa Community College has begun programs over the last fifty years and has had the institutional support in hiring qualified and trained faculty to teach in all CTE programs.

Assurances

Chemeketa Community College has met or will meet the four institutional assurances required for program application.

1. ***Access.*** The college and program will affirmatively provide access, accommodations, flexibility, and additional/supplemental services for special populations and protected classes of students.
2. ***Continuous Improvement.*** The college has assessment, evaluation, feedback, and continuous improvement processes or systems in place. For the proposed program, there will be opportunities for input from and concerning the instructor(s), students, employers, and other partners/stakeholders. Program need and labor market information will be periodically re-evaluated and changes will be requested as needed.
3. ***Adverse impact and detrimental duplication.*** The college will follow all current laws, rules, and procedures and has made good faith efforts to avoid or resolve adverse *intersegmental* and *intrasemental* impact and detrimental duplication problems with other relevant programs or institutions.
4. ***Program records maintenance and congruence.*** The college acknowledges that the records concerning the program title, curriculum, CIP code, credit hours, etc. maintained by the Office are the official records and it is the college's responsibility to keep their records aligned with those of the Office.

HIGHER EDUCATION COORDINATING COMMISSION

August 8, 2019

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The college will not make changes to the program without informing and/or receiving approval from the Office.