State of Business Pathway at Bakersfield College

The Business Pathway includes a broad field of disciplines incorporating many types of management and administrative careers in Business, Economics or Information Technology, such as: Office Specialists, Administrative Assistants, Cyber Security Technicians, Operations Research Analysts, Political Scientists, Accountants, Human Resource Managers, and Project Managers. From major corporations to independent organizations, every business thrives from leaders with the right educational foundation and training. The Business Pathway prepares students with skills to transition into gainful employment, a higher level of employment, or further educational advancement to a four-year institution.

The Business Pathway Completion Coaching team met biweekly since September 2018 and has become among the most active Pathways at BC. The primary foci of the Business Pathway Completion Coaching team in the Fall 2018 semester were to:

- Define and understand our Pathway mission, goals and objectives (completed September 2018)
- Fully develop and finalize the membership list (roster) of our Completion Coaching team (completed September 2018)
- Develop the communication infrastructure for the pathway team, such as listservs, distribution lists and a pathway-specific email/Outlook account (completed September 2018)
- Develop the content for the Business Pathway’s website (completed October 2018), including the Business Pathway video, which is still in progress (the script and audio have been completed. The video editing should be completed in November 2018).

The members of the Business Pathway Completion Coaching Community are further divided into three subteams, including:

- The Data Subteam, responsible for collecting, analyzing, reviewing and reporting student data related to the Business Pathway. This Subteam began meeting in November 2018.
- The Communication Subteam, responsible for developing communications to appropriate student audiences, as well as coordinating the Pathway Team’s efforts to contact affected students. Additionally, the Communication Subteam support the Programming Subteam through the development of marketing and promotional materials related to Pathway event. This Subteam began meeting in November 2018.
- The Programming Subteam, responsible for developing relevant co-curricular events and activities in alignment with the Pathway Team’s mission. For example, informational sessions, networking opportunities, seminars and social activities. This Subteam began meeting in November 2018.

Five Year Trend, Disaggregated by Demographics

Due to significant growth and momentum point progress, the state of the Bakersfield College Business Pathway is strong. From fall 2017 to fall 2018, the first-time student headcount for the Business Pathway increased by 41.8% (see graph on the following page).
The increase is particularly significant for Hispanic/Latinx students, with the number of first time Hispanic/Latinx students increasing from 264 in fall 2017 to 393 in fall 2018, an increase of 48.9% (see graph below).
The majority of Business Pathway students are 19 and younger (see graph below).

**Momentum Points**

Although the number of Business Pathway Completion Coaching Community has increased, the number of first-time Business Pathway students attempting 15+ units in their first semester has remained relatively consistent (a 1 percentage point difference, from 14% in fall 2017 to 13% in fall 2018).
The percentage of students attempting 30+ units in their first year has decreased slightly since fall 2017 by 4 percentage points (from 15% in fall 2017 to 11% in fall 2018).

Additionally, the number of first-time students completing transfer level English and Math in their first year by decreased by 3 percentage points from 7% to 4%. These decreases in momentum point achievement presents an area of emphasis for 2020 academic year for improvement.
Actions Taken to Advance the Momentum Points

Members of the Business Learning and Career Pathway employed several strategies to increase new student enrollment (getting students on the path) and support continued student success (keeping students on the path). These activities included:

- *Professional Etiquette and Resume Writing* workshop to help students enhance the quality of their interactions with industry partners and professional members of business community, especially in preparation for the Business Pathway Career Expo which ensued later in the spring semester.
- A *Business Pathway Career Expo* allowed students within the Business Pathway to interact with members of the local business community, industry partners and transfer institutions to explore opportunities for career pathway options, upper-division education (transfer), and short-term employment, including summer internships. Over 50 vendors attended this event.
- Biweekly Business Pathway Completion Coaching Community meetings to review student data, coordinate intervention strategies, and plan for various Pathway events to advance students’ achievement of momentum points.

Looking Ahead at the Next 3 Years

The Business Pathway will continue its advance the pathway’s commitment to student learning, transfer and career preparation in the fields of Business and Information Technology by monitoring student momentum point data progression on a monthly basis. Additionally, the Business Pathway will increase the role of the Pathway Counselor, Educational Advisor, and discipline faculty to inform and advise students toward achieving pathway momentum points through advising appointments, interventions and classroom announcements.

Overall, the state of the Business Pathway is strong and growing. In the 2019-20 academic year, emphasis will be given to increased student communication and support through enhanced data use and analysis.