

Inland Empire/Desert Regional Consortium  
Announcement of Intent to Develop a New CTE Program  
(Formerly known as 1st Read)

**Overview/Instructions**

- Step 1:** Submit Desert Region Labor Market Information (LMI) Request to the region's Center of Excellence (COE). Allow 1-2 weeks for a report to be prepared.
- ✓ COE: The LMI report will be returned to the requesting college with a copy to the regional chair (RC).
  - ✓ RC or COE: The RC or COE will provide regional program inventory and program award data from the CCCCO or CTE Launchboard and will send it to the requesting college. The RC will retain both the LMI (demand) and program inventory and award (supply) data for review by the CTE Deans during the Announcement of Intent.
  - ✓ Colleges may include additional data to complement the data provided by the COE and/or RC.

The COE are regional experts in LMI research. Providing LMI services to regional colleges seeking program approval alleviates the need for colleges to gather this data on their own. It will ensure the reliability and consistency of data being reviewed by both the regional CTE Deans and the Chancellor's Office.

- Step 2:** Prepare a narrative (next page) to submit with the Announcement of Intent. Responses should be brief. The Announcement of Intent is an informal step in the program approval process. Colleges will be required to expand on this brief narrative in the formal program approval submission narrative, which will be included in the program approval application to the Chancellor's Office. The form provided for the narrative is password protected so that it can be filled in. It can be unlocked using the password **DRC**.

- Step 3:** Request the Announcement of Intent be placed on the next CTE Deans agenda at least five days before their meeting by sending an e-mail (with the narrative attached) to the IE/DRC chair ([Julie.Pehkonen@rcc.edu](mailto:Julie.Pehkonen@rcc.edu)). For a list of meeting dates, go to [www.desertcolleges.org](http://www.desertcolleges.org).

**Title 5 §55130(b)**

(8) The need for the proposed program ascertained with regard to at least the following factors:

- (A) Other community colleges in the area currently offering the program;
- (B) Other programs closely related to the proposed program offered by the college;
- (C) Relation of the proposed program to job market analysis, where applicable;
- (D) Enrollment projection for the proposed program;
- (E) Recommendations of career technical education regional consortia, when applicable; and
- (F) The classification of the courses in the program in accordance with section 55001.

The process that the IE/DRC has adopted for member colleges seeking formal regional endorsement of new programs (as part of the Chancellor's Office program approval process) can be found at [www.desertcolleges.org](http://www.desertcolleges.org) or contact the IE/DRC chair, [Julie.Pehkonen@rcc.edu](mailto:Julie.Pehkonen@rcc.edu). Programs seeking regional endorsement must bring their final program proposal to the regional consortium for official vote.

# Announcement of Intent to Develop a New CTE Program

## Submission Narrative

College: San Bernardino Community College

Date: 12/5/2016

Program Title (may be a working title): Leadership/Management Certificate

Proposed TOPS: 0506.30

Award Type (check all that apply):

**Certificate:**  12-17 units  18+ units

**Degree:**  AS  AA

1. Overview of program being proposed.

The goal of the Leadership/Management Certificate is to prepare students for a career as a Leader or Manager in virtually any type of company. The SOC code 11-0000 covers the entire field of Management from Line Managers to Upper Management. As the growth of industry returns to the Inland Empire, the lack of education is the main barrier from finding the talent that is needed to work in these new jobs arriving daily. It is the intention of this Leadership/Management certificate to prepare students for higher paying jobs as a Manager or a Leader inside new or existing companies here in the Inland Empire, consonant with the Strong Workforce initiative.

The table below lists the courses within this certificate that significantly address the core competencies of a Leader or Manager.

Requirements	Dept. Name/#	Name	Units
Foundational Courses (13 units)	BUSAD 127	Business Communication	3
	CIT 101	Intro to Computer Literacy	3
	ACCT 200	Financial Accounting	4
Intermediate Courses (6 units)	BUSAD 210	Business Law	3
	BUSAD 120	Business Management/Leadership	3
Advanced Courses (6 units)	BUSAD 110	Human Resources Management	3
	BUSAD 151	Human Relations	3

Required Total Units: 22

2. Advisory Committee Recommendations. Describe the college relationship with local employers and attach advisory committee minutes that documents their recommendation(s) for the program being proposed:

[Click here to enter text.](#)

3. LMI: Brief narrative describing the need for the program. The narrative should respond to the LMI data provided by the COE and any additional LMI data you have collected. Be sure to include additional data you have collected.

In the Riverside-San Bernardino-Ontario MSA, Leadership/Management occupations are projected to increase employment by seven percent between 2015 and 2020. By 2020, more than 7,400 job opportunities will be available due to new job growth in this occupation group and replacement need (e.g. retirements); nearly 1,500 job openings each year during the five-year time frame. As shown in the table below, General and Operations Managers is the occupation with the most annual job openings. Leadership/management occupations that will experience the highest rate of growth are general and operations managers, and administrative services managers. In the Riverside-San Bernardino-Ontario MSA, the median level wage for leadership/management occupations is \$38.79 per hour, well above the MIT Living Wage estimate of \$11.75 per hour for a single adult living in the Riverside-San Bernardino-Ontario MSA.

There is a huge need to train Leaders / Managers to fulfill this more than 7400 job opportunities coming to this region. We do not want to see these companies having to go outside the region if there is not enough educated talent here in the region. That is why SBVC is adding this Leadership/Management Certificate to help train those students that are looking for better wages in being a leader or a manager.

4. Describe the impact (positive and/or negative) this new program will have on other regional programs? Is there a plan for coordination with other regional community college programs, secondary schools and/or transfer institutions to develop pathways and the CTE pipeline?

The 2 closest community colleges to San Bernardino Valley College offer a Leadership/Management certificate/degree. There is, however, a demonstrable need for SBVC's certificate as the population that would be served by this certificate are more closely aligned with SBVC. SBVC has a Retail Management Certificate that supports the work of the Western Association of Food Chains, and they have expressed a high level of interest in SBVC's new Leadership/Management certificate to include as part of their educational offerings for all food chains in the Inland Empire.

	Certificate			Degree
	Locally Approved*	Less than 18	18+ Units	
Barstow	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>
Chaffey	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>
College of the Desert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copper Mountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crafton Hills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moreno Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Certificate			Degree
	Locally Approved*	Less than 18	18+ Units	
Mt. San Jacinto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palo Verde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
Riverside City	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>
San Bernardino Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Victor Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Locally approved certificates would not be included on the Chancellor's Office inventory. The CTE Deans will contribute this information when the program is being announced.

Secondary District/High School	Comments (list pathway name if known)
None that we know of	<a href="#">Click here to enter text.</a>
None that we know of	<a href="#">Click here to enter text.</a>
None that we know of	<a href="#">Click here to enter text.</a>
None that we know of	<a href="#">Click here to enter text.</a>

Transfer Institution	Comments (list program name if known)
None that we know of	<a href="#">Click here to enter text.</a>
None that we know of	<a href="#">Click here to enter text.</a>

5. Other information the college wishes to share.

All of the courses in this certificate transfer to CSU or UC. Also, the Western Association of Food Chains (WAFC) will be a great feeder for our Leadership/Management certificate, as they have expressed a high level of interest in this certificate for all food chains. SBVC currently offers the Retail Management Certificate in support of the WAFC.