



Form 1: Presentation Checklist

Name: _____

Date: _____

Department: _____

COCC Contact Information: _____

Use the instructions for this document to complete your presentation checklist; then e-mail your completed presentation checklist (*not* the instructions) to the Academic Affairs chair by his or her specified deadline. **Please note:** If an item listed is not relevant to your specific presentation to Academic Affairs, please mark as **N/A**. Use as many pages as necessary.

PROPOSAL OVERVIEW

TYPE OF AGENDA ITEM

- Information Item (requires approval of AA Chair)
- Action Item
 - Information and committee feedback
 - Procedure—revision (Attach current procedure with proposed changes illustrated with track changes)
 - Procedure—new
 - Identify suggested location in *GPM*: _____
- Policy—revision (Attach current policy with proposed changes illustrated with track changes)
- Policy—new
 - Identify suggested location in *GPM*: _____
- New academic program (Complete only items #1 and #2 on this form and attach stage 2 document.)
- Other: _____

BUDGET

INSTRUCTIONAL REQUIREMENTS

OPERATIONAL NEEDS, CURRENT AND FUTURE

STUDENT IMPACT

ANTICIPATED IMPLEMENTATION TIMELINE



Program Proposal: Small Business Essentials Career Pathway Certificate of Completion (CPCC)

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Introduction:

Proposers: this form is designed to be completed and reviewed in two phases; the deadlines for submitting the required portions of the form are detailed below and posted to the employee intranet [here](#). The questions in each section are based on COCC and CCWD's program approval standards. More information about how to meet those standards can be found in the appendix. The Assessment and Curriculum Office is available to assist proposers at all stages of the process.

Phase 1: February 25, 2026

Phase 2: April 22, 2026

Each version of the form should be emailed to the Curriculum and Assessment Administrator (gorsi@cocc.edu), who will manage the review and approval process for both phases. Each required section must be completed by the corresponding deadline for the program to be reviewed. Incomplete/late forms will not be reviewed for inclusion in next year's Catalog.

Section 1: Program Concept – Due February 25, 2026

College Planning:

1. Please list your area Dean and the date(s) that you spoke with them about this new program concept. Approximate dates are fine.

Helen Wiersma-Koch, Fall 2024.

Susie Kristensen – Campus Director, Prineville, Winter 2026

2. Please list the Chair this program director would report to and the date(s) that you spoke with them about this new program concept. Approximate dates are fine.

Vaughan Briggs/James Cagney, Fall 2024

3. Are there any other Chairs or program directors that need to be consulted about this new program (i.e., will this program involve courses from other areas/disciplines)? Have they been notified about the courses that you're planning to include in the program? **No.**

Accreditation

Is there an independent accreditation association that aligns with the program? If yes, answer the following:

1. What is the name of the accrediting body or bodies? **None**

2. Will this program seek accreditation? If yes, what is the cost (budget and time) to seek accreditation? *NA*

Catalog Description (First Draft)

Provide a catalog description for each award proposed. New program proposals require a catalog description that explains the award's purpose and transfer or employment goals; the description should address the implicit student question, "why should I enroll in this program?". Descriptions have a maximum of 1500 characters and are limited to one or two paragraphs. They should help students differentiate between similar programs (if applicable) and should not be identical for multiple programs in a discipline. Do not include information about admissions, program requirements, prerequisites, or format.

The Small Business Essentials CPCC prepares students for entry-level employment in business occupations, focusing on personal finance, communications, marketing, and customer service. This short-term certificate also prepares students to seamlessly continue their coursework further and earn the Business Administration Associate Degree of Applied Science.

Evidence of Need

Please see attached.

College Mission

The Small Business Essentials CPCC directly advances COCC's mission to provide accessible, high-quality education to the Central Oregon community. The certificate is designed to meet students where they are: all courses are offered at COCC in multiple delivery methods and at multiple campus locations, including Bend, Redmond, Madras, and Prineville, ensuring that working adults, rural learners, and first-generation students can participate. Most of the proposed courses are articulated or will be articulated with regional post-secondary institutions, removing barriers for students entering from high school and supporting seamless transitions into further college study. The certificate serves as an onramp to the Business Administration AAS, enabling students to build credentials incrementally and continue along a clear pathway toward a degree.

Strategic

*The Small Business Essentials CPCC aligns with multiple pillars of the COCC Strategic Plan. Under **Access**, the certificate provides significant secondary articulation options — half of the required courses are or will be articulated with local high schools — and creates a clear pathway into the Business Administration AAS. Under **Community Engagement**, the program actively involves secondary partners and regional employers through the Business Advisory Board. Under **College Sustainability**, the certificate leverages existing course inventory with no new budget impacts, while strengthening the secondary-to-post-secondary enrollment pipeline.*

The certificate also aligns with Oregon state priorities. HECC and CCWD have emphasized expanding short-term credential pathways that lead to employment and further education, particularly for

underserved and adult learners. The Small Business Essentials CPCC directly responds to this priority as a low-barrier, stackable credential that can be completed in three terms and articulates upward to an AAS degree.

From a workforce perspective, the certificate prepares students for entry-level business roles applicable across a wide range of industries, including retail, healthcare, hospitality, construction, and the region's growing outdoor recreation and technology sectors. Central Oregon's economy is heavily driven by small businesses, and this certificate equips students with the foundational skills — personal finance, communications, marketing, and customer service — that employers across sectors consistently identify as essential. The program also supports entrepreneurs and small business owners seeking to strengthen their business literacy.

Articulation agreements with local high schools are a key strength of this proposal. Approximately half of the required courses are articulated with high schools in the region, meaning students can arrive at COCC with credits already earned toward the certificate. This secondary involvement expands access, reduces time-to-completion, and supports COCC's role as the educational hub for Central Oregon's K–12 graduates.

Program Courses (first draft)

Related Instruction Courses (Not required for programs of less than 36 credits): *Not applicable*

Core Courses (including prerequisites):

BA 101Z, Introduction to Business, 4 CR, no prerequisites

BA 178, Customer Service, 3 CR, no prerequisites

BA 214, Business Communications, 4 CR

*Prerequisites for BA 214: WR 065 or higher, or
minimum placement Wr/Comm Level 7.*

BA 218, Personal Finance, 4 CR, no prerequisites

BA 223, Marketing Principles I, 4 CR, no prerequisites (Recommended preparation: BA 101Z)

BA 233, Internet Marketing, 4 CR,

Prerequisite: BA 223, Marketing Principles (recommended preparation: BA 223).

Electives: NA

Total credits to complete program: 23 credits

Section 2: Formal Program Proposal – Due April 22, 2026

Advisory Board Collaboration

Please provide the names of your advisory board members, as well as the organizations they represent:

Submit a signed advisory board letter of support to the Assessment and Curriculum Administrator with this form. This should be a short letter of support with all advisory board members as signatories and should include the organization they represent.

Catalog Description (Final Draft)

The Small Business Essentials Career Pathway Certificate of Completion prepares students for entry-level employment in business occupations, focusing on personal finance, communications, marketing, and customer service. This short-term certificate also prepares students to seamlessly continue their coursework further and earn the Associate degree of Applied Science in Business Administration.

Program Learning Outcomes

For each award proposed, provide a maximum of eight program learning outcomes in a numbered list. Please see tips on [this intranet page](#). For CTE program assessment maps, which list program learning outcomes, [visit this intranet page](#). The Assessment and Curriculum Administrator is available to assist with the development of observable, measurable learning outcomes (and keep in mind that all CTE programs are required to assess student learning in the context of their approved program-level outcomes).

1. Demonstrate effective oral and written communication skills, individually and in groups
2. Demonstrate respect for diverse perspectives and experiences and be prepared to apply them in the workplace.
3. Interpret data to make informed financial decisions.
4. Develop a marketing plan and strategies behind product/service positioning, pricing,

distribution, and promotion.

Program Courses (Final Draft)

Related Instruction Courses (Not required for programs of less than 36 credits): *NA*

Core Courses (including prerequisites):

BA 101Z, Introduction to Business, 4 CR, no prerequisites

BA 178, Customer Service, 3 CR, no prerequisites

BA 214, Business Communications, 4 CR

Prerequisites for BA 214: WR 065 or higher, or minimum placement Wr/Comm Level 7.

BA 218, Personal Finance, 4 CR, no prerequisites

BA 223, Marketing Principles I, 4 CR, no prerequisites (Recommended preparation: BA 101Z)

BA 233, Internet Marketing, 4 CR (Recommended preparation: BA 223)

Electives: *NA*

Total credits to complete program: *23 credits*

List any new courses that will need approval to bring the program online: *N/A*

Sample Plan

More details about Sample Plan requirements and best practices can be found here. The sample plan should:

- Include all required courses (or requirements if there is a choice of courses) in the program.
- Be organized by Term (Year 1 Fall, Year 1 Winter, etc.)
- Total credits should match the range listed in the Program Courses section above.
- Sequence courses using prerequisites and recommended preparation.
- Target a full-time student who enters at the desired skill level, and needs no developmental courses (minimum of 12 credits / maximum of 19 credits per term)
- Reflect the schedule of offerings such that courses are offered in the terms they are planned

Year 1, Fall

BA 101Z, Introduction to Business, 4 CR, no prerequisites

BA 178, Customer Service, 3 CR, no prerequisites

Year 1, Winter

BA 214, Business Communications, 4 CR

Prerequisites for BA 214: WR 065 or higher, or minimum placement Wr/Comm Level 7.

BA 223, Marketing Principles I, 4 CR, no prerequisites (Recommended preparation: BA 101Z)

Year 1, Spring

BA 218, Personal Finance, 4 CR, no prerequisites

BA 233, Internet Marketing, 4 CR (Recommended preparation: BA 223).

Capacity

Program Director and email: *Vaughan Briggs (vbriggs@cocc.edu) and Wayne Yeatman (wyeatman@cocc.edu)*

Identify any one-time faculty load impacts and ongoing load impacts:

No load impacts. Could increase enrollment for the courses in the certificate program.

Is current faculty staffing adequate to meet (a) the likely enrollment needs of the program and (b) the content knowledge requirements to teach the curriculum?

Yes.

If no, please explain the personnel needs:

Budget

Note: If you are requesting a new separate budget, it will not be available in the subsequent Fall after program approval. New budgets need to be requested

Will this program require a new budget, or will it remain part of an existing budget?

It will remain part of the Business, Org 011 budget.

Expenses

Use the table below to identify current resources to be directed to the program and new resources needed. Ongoing expenses should be included in each year to display cumulative expenses. For guidance, contact the chair and/or dean.

No budget impacts associated with this certificate.

Have you reviewed this budget with your area Dean? Please indicate date of review:

03/26/26

EXPENSE	First Year Reallocation	First Year New	Second Year Reallocation	Second Year New	Third Year Reallocation	Third Year New
Personnel	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Hardware	0	0	0	0	0	0
Software	0	0	0	0	0	0
Materials	0	0	0	0	0	0
Curriculum	0	0	0	0	0	0
Other capital	0	0	0	0	0	0
Accreditation	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	0	0	0	0	0	0

Revenue

Identify new course/program fees. Identify other dedicated external resources (grants, outside funding).

No new courses/no course fees.

Student Aid

Identify special aid, scholarships, or other student resources. Email Financial Aid if you need assistance filling out this portion of the form.

Certificate is not financial aid eligible.

Effective Year and Term

New programs are effective the fall following approval. If a different year and term are desired, identify those here and provide a rationale.

Fall 2027

Enrollment Options

- Rolling entry (students can begin any term)
- Rolling entry (students can begin any term except summer)

- Cohort program (a group of students have the same schedule throughout program)
- Part-time and full-time attendance options available
- Full time attendance in cohort or core courses required
- Program begins every fall term
- Program begins every other year in fall term
- Program begins in fall (daytime courses) and spring (evening courses)
- Program orientation course required in first term
- Courses must be sequenced carefully; work closely with an advisor

Program Entrance

- Selective admission
- Enforced prerequisites for first term
- Recommended preparation for first term
- No formal entrance requirement; course prerequisites in program
- No entrance requirement

Internal Impacts

Identify impacts to the following areas, with special attention to how your new program may require outreach to the areas of campus listed below.

Admissions and Records: courses may be articulated from secondary schools

Advising: courses may be articulated from secondary schools

Bookstore: none

Campus Services: none

College Now: courses may be articulated from secondary schools

College Relations: none

Financial Aid: none

Information Technology Services: none

Library: none

Policy: none

Risk Management: none

Tutoring and Testing: none

External Impacts

Are adequate internship, work-based learning experience and/or Cooperative Work Experience sites available? Please list current or potential sites (or write "none" if not applicable):

None