

## Collaborative Partner: Fresno City College

### Project #4: Dual Enrollment Accounting and Financial Management Project

#### Pathway(s): Accounting

#### Project Summary

Fresno City College (FCC) with the Collaborative partners will be executing their proposal (attached) to support our feeder K-12 school districts to build a dual enrollment program focused on the **Accounting and Financial Management** pathway. The program will begin at Bullard and McLane High Schools with a cohort of at least *15 students* at each site. Working with the Fresno Unified School District (FUSD) Administrative team, Fresno City College administrators and faculty will develop the pathway that will begin during the junior year in high school. The first cohort will be delayed since the anticipated start date is Spring 2021; however, future cohorts will begin during the summer or fall semester of the students' junior year. Our plan is to have FUSD counselors identify students who have an interest in the field of Accounting and Financial Management and allow them the opportunity to begin college classes early so they can complete a certificate of achievement while in high school and be on a pathway to a bachelor's degree at one of our surrounding universities. Our cohorts will begin with Fresno Unified, but we will include Central Unified as soon as those cohorts are ready to begin, which will be ready by Fall 2021.

#### Rationale

The Central Valley is known for the lack of educational attainment. According to the US Census, the Central Valley is one of the areas of California with the least bachelor's degree completers in the state. Bachelor's degree attainment rates are much worse for Latino and African American students, 8.9% and 17.5%, respectively. In the Valley, low-income, first-generation, Latino students make up the vast majority of our high school students. We know that over 70% of Latino and African American students are socioeconomically disadvantaged, compared to 32% of Asian American and white students (Johnson, Cuellar Mejia, Bohn, 2018). Therefore, in order to close this equity completion gap, this plan to introduce a dual enrollment to interested students will help us continue to create collegegoing culture for students who may not always believe they can or should attend college. We believe that education closes some opportunity gaps; however, we must continue to work with our communities to ensure we are also closing the race to income divide, which is outrageous in the Fresno Region.

#### Needs Being Met

Through dual enrollment, FUSD, Central Unified and Fresno City College will begin to address the large equity gaps of college access that exist amongst African American and Latino students. Dual enrollment is a tool or system that we have been exploring to help students enter and stay in college. Allowing them to start early saves them time to get to completion, saves them money (college is free), and will help shape their mindset that college is indeed for them. Our program will not focus only on students that are doing well in high school. We will

encourage those that are below average and possibly not doing so well to help them get back on track and shape their future. Through our collaborative, we will be offering courses in the Accounting and Financial Management major, and we will be offering courses in General Education such as English 1A, Communications, Ethnic Studies (African American Studies and Chicano Latino Studies) and other classes to get them at least 1-2 semesters ahead in their college education.

## Timeline

Recruitment and outreach- Fall semester 2020. First cohorts will be identified to start taking classes during Spring Semester 2021.

## Project Summary

### Current Projects

1. Accounting Bootcamps (Winter & Summer), Outreach, and Recruitment
2. Expand Dual Enrollment opportunities for Bookkeeping Fundamentals Certificate, Accounting and Business/Finance Degree Pathways
3. Outreach and Recruitment
4. Examine and adapt Accounting and Business/Finance Guided Pathways for Degrees
5. Update pathway mappings, advising documents, majors sheets to reflect changes for streamlined Accounting and Business/Finance Degree Pathways

### Accounting Bootcamps, Outreach, and Recruitment

#### Winter Bootcamp, (2-day)

#### **Attendance: 1st day - 46 students, 2nd day - 29 students**

The Accounting Winter Bootcamp (January 5-6) was a success. Accounting Department Chair Richard Tuttrup and faculty Keith Mizner, Terre Stricker, and Jim Makofske and dean of business education developed a two-day workshop designed to inspire high-school students to introduce students to the Accounting Pathway. Topics included: Why accounting was the language of business, career opportunities in accounting, matching the Accounting Pathway to entry points into the accounting profession. A panel discussion was held by FPU accounting students sharing advice to help our highschool students remain successful on the Accounting Pathway. The theme of our second day was "Dream Big!" We discussed how the Accounting Pathway could lead to jobs such as Controller, Chief Financial Officer and Chief Executive Officer. One of our guest speakers, Bradley Low, explained how his accounting education helped him attain his position as a Chief Financial Officer. We concluded our second day with Special Agent Dan Rodriguez from the FBI. He told our participants that the FBI is in need of

more forensic accountants. Special Agent Rodriguez spoke about the FBI's Teen Internship program. He also explained how to apply for internships and jobs at the FBI.

## Summer Bootcamp (5-Day) and Fundamental Payroll Certification (FPC)

Faculty Richard Tuttrup, Keith Mizner, Terre Stricker and the dean have begun planning for Accounting Summer Bootcamp. The summer bootcamp will be promoted to both existing Dual Enrollment and new students. This 5-Day event will provide fun, interactive hands-on activities such as journaling, understanding financial forms (e.g., Balance Sheets, pro formas, and journaling).

Richard Tuttrup has met with Reedley Accounting Faculty Eunji Seo to discuss adding finance principles/activities into the event. Part one of the event might cover personal budgeting. Part two might cover personal investments (Roth IRA etc.). There is no prerequisite of accounting or finance knowledge. The event might attract students who are not initially interested in the Accounting Pathway. Next Steps: We will be meeting with our K-16 Collaborative sub-group to identify dates, outreach, and promotion planning.

We are coordinating with Brandman University (Ricardo Lorenzana, Dean and Reagan Forlenzo, Director of Corporate Training) to have students take a special summer 30-hour course covering the American Payroll Association's entry level certification, Fundamental Payroll Certification (FPC). The FPC is designed for: Entry-level payroll professionals, Sales professionals/consultants serving the payroll industry, Systems analysts/engineers supporting payroll systems, Payroll service provider client representatives. Tentative Dates: 6/21/21 – 7/30/21.

## Marketing and Promotion

Developed new fliers and social media graphics to promote sections for Bookkeeping Fundamentals certificate for both HS and Adult Learners for the Spring 21 and Fall 21 Semesters. Expand Dual Enrollment opportunities

## Adult Education

Adjunct Instructor Eric Self just concluded teaching BT 24 Beginning Excel on 3/12/21. Eric spent a great deal of time going above and beyond in helping students succeed in this course. He provided onon-one and small group sessions.

23 students enrolled at the beginning of the first class (BT 24 Beg Excel):

14 students completed the first class

6 are enrolled in the next class (BT-131) and will finish BT 24 in the summer

3 students dropped from the program

Adjunct Adrian Ramirez begins final certificate course BT 131 Applied Accounting on 3/15/21.

Adrian is a long-time faculty member who maintains high student success rates.

19 students are enrolled in BT 131 Applied Accounting

### Dual Enrollment (DuE)

Long-time Business and Technology Adjuncts Sylvia De Soto and Beatrice Knaapen are teaching Beginning Excel for students coming from McLane, Central, Kerman, and Westpark High Schools.

35 HS students are enrolled in BT 24 Beginning Excel

Students will be taking BT 131 Applied Accounting to complete the certificate in FA21

### Guided Pathways Accounting and Business/Finance (Projects 4 & 5)

#### Mappings and Alignment

FCC Business Counselor Lori Swain, Faculty members Richard Tuttrup and Ron Dustin, and the business dean have been reviewing current State and CSU changes. FCC ADT Guided Pathway Mappings have been completed.

CSU, Fresno, Fresno Pacific, Brandman, and National Universities are currently developing a program and curriculum crosswalk assisted by the K-16 Collaborative Staff. FCC Counselor Lori Swain and the business dean have been working with CSUF to update and align advising sheets. Next Steps: Once crosswalks are completed; all advising and promotional materials will be updated. Special Outreach Events to highlight these pathways will be held for FCC students.

#### Degree Completion and Acceleration

Fresno Pacific University has developed a 3-year Bachelor's degree in Business Administration.

The new path saves a year of education. Majors included: • B.A. Business Administration

- B.A. Business Administration - Finance
- B.A. Business Administration - Marketing
- B.A. Business Administration - Management
- B.A. Business Administration – Software Development

FPU has also developed an affordable tuition cost program through offering special scholarship and grant programs for students. In partnership with FCC, students transferring with an Associate's Degree of Transfer (ADT) will save an additional year and will complete their FPU studies in 2-years. We are currently promoting this program to our students.