



***Cal Poly Humboldt's Leadership Studies  
Program Provides a Pathway to a  
Bachelor's Degree for CTE Transfer  
Students (Retail Management/  
Firefighters)***

October 26, 2022

California Community College Association for Occupational Education  
Annual Conference - Virtual

**CAL POLY HUMBOLDT**



## ***Presenters:***

Chris Hopper, Program Director  
Betsy Rogers, Advisor, Leadership Studies

## ***Participants:***

Please share your name, role, and Institution or  
affiliation in the Zoom Chat



## ***FOR REFERENCE, with links:***

- [\*\*PROGRAM VIDEO\*\*](#)
- [\*\*Leadership Studies Flyer \(PDF\\*\)\*\*](#)
- [\*\*Leadership Studies Annual Report 2021-2022 Infographic \(PDF\\*\)\*\*](#)
- [\*\*Leadership Studies Brochure Booklet \(PDF\\*\)\*\*](#)
- [\*\*State Fire Training Pathway Website\*\*](#)
- [\*\*Retail Management Pathways Website\*\*](#)
  - i. Has a link to the Transfer Agreements with Cerritos College and Fresno City College





# Bachelor's Degree Completion

## B.A. in Interdisciplinary Studies - Leadership Studies

### 100% online





# Program History

## ❖ Key Tenets

- Designed for working adults
- Online and Intentional

## ❖ Prioritize Access and Completion (74% retention & 71% grad)

- Retail Management Certificate ([RMC](#))
- Mirror other accelerated AA degree programs ([ACE](#))
- Fire Professional Pathways ([SFT](#))

## ❖ Growing Success

- Cohort 1 - Fall 2014
- Cohort 15 - Fall 2022
- 182 graduates
- Workforce Survey & Engage Alums



# 10 Powerful Leadership Studies Courses



[LDRS 311: Foundations of Leadership \(3 units\)](#)

[LDRS 321: Data Driven Leadership \(3 units\)](#)

[LDRS 331: Leadership Communication \(3 units\)](#)

[LDRS 341: Strategic Planning & Forecasting \(3\)](#)

[LDRS 351: Project Implementation/Evaluation \(3\)](#)

Includes Project Mgmt. Certification with PMI

[LDRS 411: Managing Employees/Stakeholders\(3\)](#)

[LDRS 421: Strategic Sustainability \(3 units\)](#)

[LDRS 431: Technology & Leadership \(3 units\)](#)

[LDRS 441: Developing Dynamic Organizations \(3\)](#)

[LDRS 451: Capstone in Leadership \(3 units\)](#)



**Most students graduate  
in 2 years**

**Average 30 students  
per cohort**



# Who Are Leadership Studies Students?



<https://extended.humboldt.edu/leadership-studies/faculty-and-student-spotlights>



*They are your students.*



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# Demographic Information for LDRS Students

The 5 year average of **Pell Grant recipients** is 37% of the student body.  
The 5 year average of **first generation students** is 52% of the student body.

The 5-year average of **Southern California** students is 36%.  
The 5-year average of students from **Northern California** is 26%.

The percentage of students in **good standing** is consistently well over 90%.  
Strong retention rate (74%) and **Graduation Rate (71%)**.

## Fall 2021 Enrolled Students URM and Non-URM

IPEDSCITETH	1-AmInd	2-Black	3-Latino	4-Asian	4-PacIsl	6-2+More	7-White	8-Unknown	9-NR Alie	TOTAL	
Male	1	1	14	4	0	4	12	4	1	41	Male
Female	0	4	13	5	1	2	19	3	0	47	Female
<b>TOTAL</b>	<b>1</b>	<b>5</b>	<b>27</b>	<b>9</b>	<b>1</b>	<b>6</b>	<b>31</b>	<b>7</b>	<b>1</b>	<b>88</b>	<b>TOTAL</b>
%	1%	6%	31%	10%	1%	7%	35%	8%	1%	100%	%
Underrepresented Minority			38%			Non-Underrepresented Minority				62%	
Students of Color						56%		White or Unknown		44%	

# Outstanding Student Support



## At Community College

- Presentations, Pathways materials
- Transfer and Articulation agreements between schools
- Warm handoffs between advisors and coordination
- Support while Applying – Cal State Apply and FAFSA

## At Humboldt

- Cohort Model, with flexibility
- Registration Support each semester
- Year-round Holistic Advising and Peer Advising
- Career and Graduate School Advising
- Faculty Mentorship and Letters of Rec
- Financial Aid Counseling and Cashiers Payment Plans
- Student Disability Resource Center, VETS, Title IX
- Humboldt Library and Skillshops, Learning Center, Writing Studio (all virtual)
- In Person Commencement & Departmental Reception





# *The Partnership*

**Bachelor's Degree in Leadership  
Studies at Cal Poly Humboldt &**

**Retail Management Programs at  
Cerritos College and Fresno City  
College**



Fresno City College

**CAL POLY HUMBOLDT**



# Creating the Partnership

- Need for Seamless Program
- Connection between RMC and LDRS: A career pathway seeking a professional education to support career trajectory
- Layout Entire Program: RMC courses, GE, LDRS courses and CSU GE
  - Include a cost estimate for entire program
  - Provide advising support from both campuses



# The Retail Management Certificate

What is it?



# Western Association of Food Chains (WAFC) and our Industry Partners!



Bristol Farms



PAVILIONS



FOOD4LESS





# Cerritos College RMC Program

- BA 107 Human Relations in Business\*\*
- BA 132 Computer Applications for Managers\*\*
- BA 156 Motivational Presentation Skills for Managers\*\*
- BA 106 Human Resource Management
- BA 114 Marketing
- BA 115 Management – Business
- BA 120 Management-Accounting and Internal Control\*\*
- BA 118 Retail Management

(\*\* Business Essentials Certificate of Achievement (Business CORE classes))

(All 8 classes – Retail Management Certificate of Achievement + WAFC Industry Certificate)

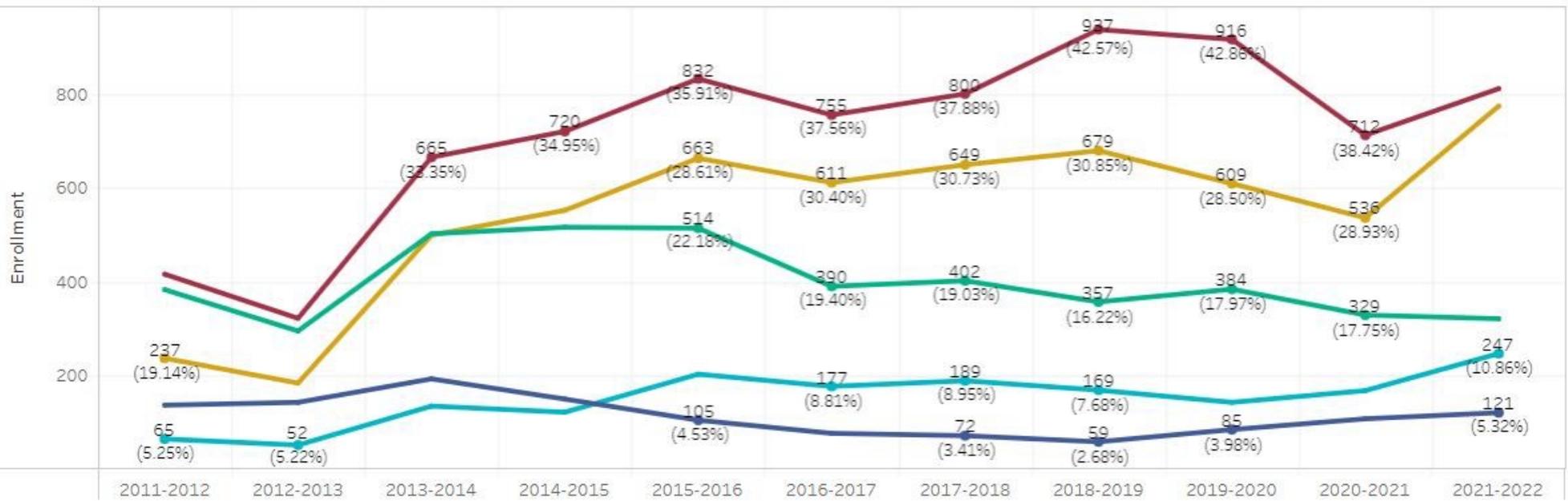
# Cerritos College Student Demographics



# Age Ranges



## Enrollment Counts



Population: All students

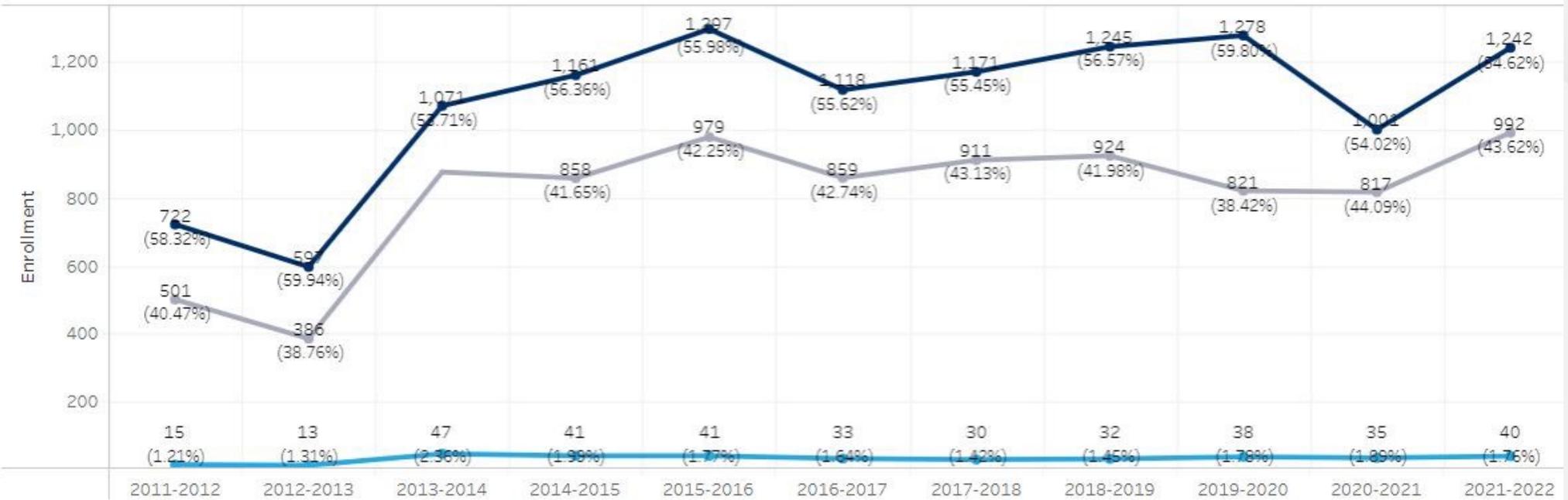
- 19 and under
- 20 - 24
- 25 - 34
- 35 - 49
- 50 and over



# Gender



## Enrollment Counts



Population: All students

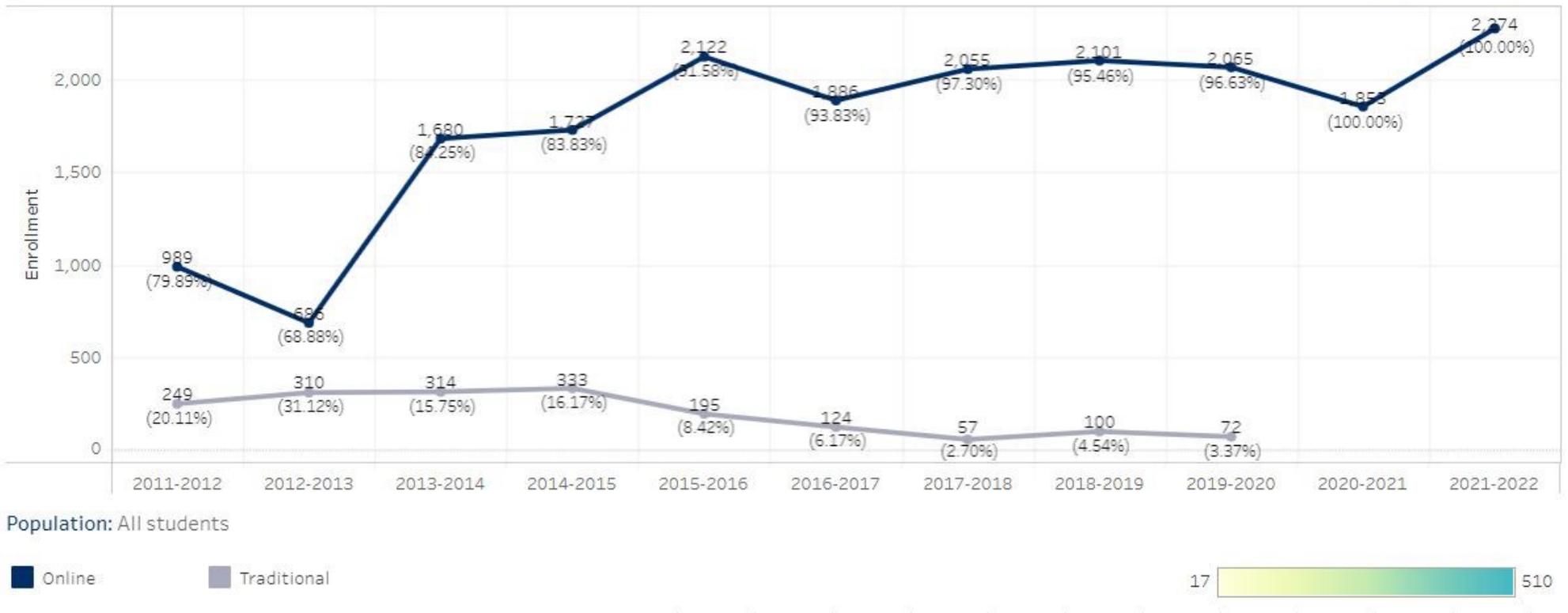
Female Male Unknown

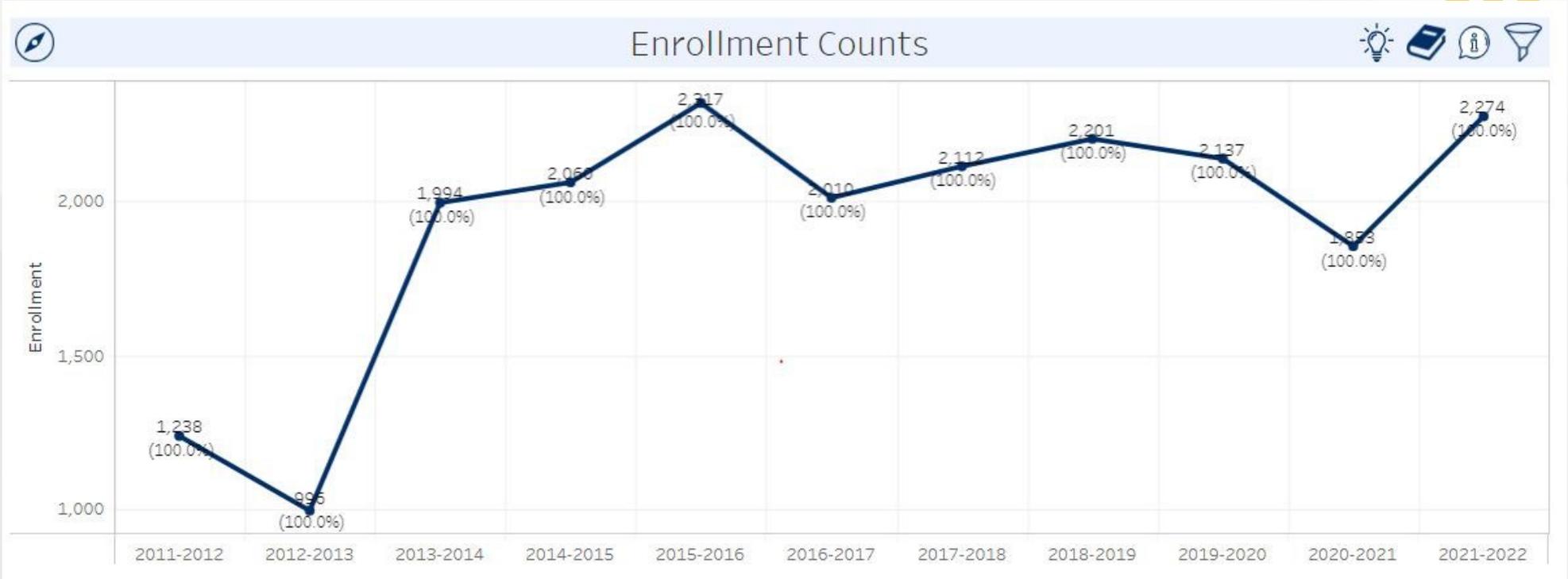
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# Mode of Instruction



## Enrollment Counts





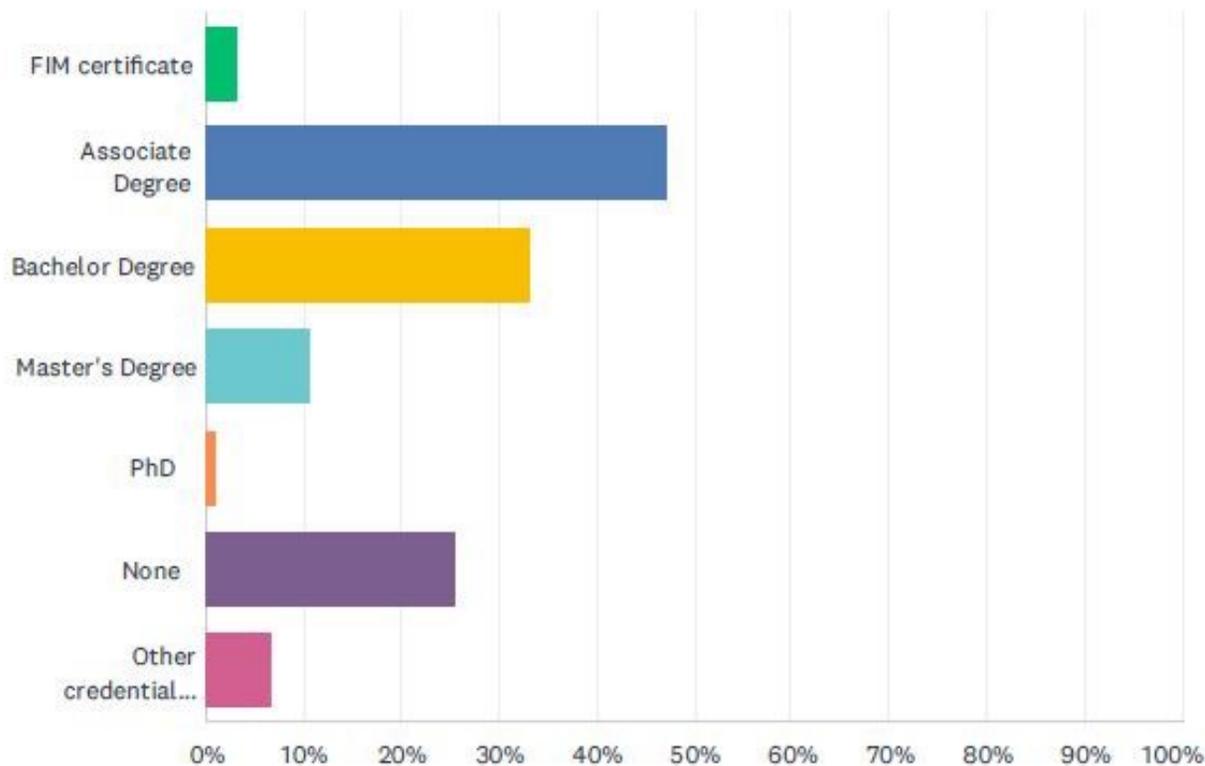
Fall enrollments in the 8 RMC classes at Cerritos.



# 75% of RM Certificate completers want to continue

Q30 What ADDITIONAL EDUCATION have you pursued or do you intend to pursue since receiving the Retail Management Certificate? (Select all that apply.)

Answered: 1,343 Skipped: 306





# Key Features

- Companies recruit students
- Companies **pre-pay student tuition** (often books & fees too)
- Direct billing with companies
- Classes are fully online
- OER/Low cost textbooks/digital books
- Block enrollment
- Student tracking & extensive support
- Program specific orientations
- Employers support student completion (\$\$, recognition, promotion)

# Fresno City College RMC Program

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Fresno City College

## Retail Management pathway

### 100% ONLINE

Beginning with our Retail Management Certificate Program, we offer a pathway to our A.S. degree and beyond to a Bachelor of Arts degree with our partner college, Cal Poly Humboldt!

### CONTACT US!

(559) 442-8233  
[retailmanagement@fresnocitycollege.edu](mailto:retailmanagement@fresnocitycollege.edu)



Fresno City College

### Retail Management Certificate

Eight 100% Online Courses

- Human Relations
- Computer Concepts
- Workplace Communication
- Principles of Management
- Principles of Marketing
- Human Resource Management
- Accounting
- Retailing



Questions?:

**JENNIFER MCKENZIE**

Program Assistant  
[retailmanagement@fresnocitycollege.edu](mailto:retailmanagement@fresnocitycollege.edu)



Fresno City College

### Associate of Science degree in Retail Management

100% Online OPTIONS

- After earning the Retail Management Certificate, just complete additional General Education classes and electives to earn an Associate of Science degree in Retail Management from Fresno City College.



Questions?:

**LORI SWAIN**

Business Counselor  
[lori.swain@fresnocitycollege.edu](mailto:lori.swain@fresnocitycollege.edu)



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### 100% Online Bachelor of Arts degree in Leadership Studies

- Completion of the Associate of Science degree in Retail Management from Fresno City College earns transferable credit toward the Bachelor of Arts program at Cal Poly Humboldt.



Questions?:

**HSU LEADERSHIP STUDIES PROGRAM**

[leadership@humboldt.edu](mailto:leadership@humboldt.edu)

Credit: Janel Carrigan, Business & Marketing Instructor, FCC

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# State Fire Training Pathway

- **State Fire Training Chief Officer Series** can count for up to 12 units of elective credit at Cal Poly Humboldt (Credit for Prior Learning)::

<https://osfm.fire.ca.gov/divisions/state-fire-training/csu-cal-poly-humboldt-state-bachelor-program/>

- Accept 60-70 units of transfer credit and work with **fire related CCC programs** to support students as they prepare and apply
  - Important to review Fire Academy curriculum to align with the CSU transferable credit
  - Ensure Math and Critical Thinking are met
  - AA is optional, but most students have it
  - Ex. German Sierra- Faculty Coordinator, Los Positos





# Discussion

## Are you ready to launch a pathway to Cal Poly Humboldt?

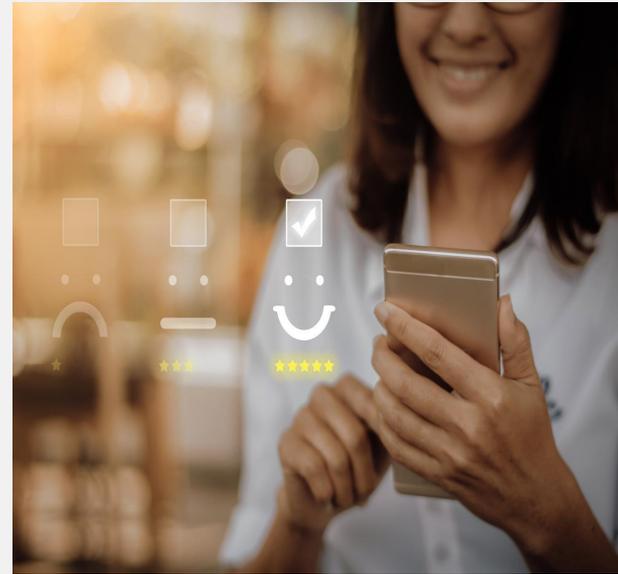
- Is your program designed for **working adults**?
- Do you offer **online courses** that meet GE and major requirements?
- Have you developed a **professional/career pathway** for your students?
- Do you have an **administrative structure** that supports students (advising, registration, transferring)?
- What are the **connections** between the two programs at the lower division and upper division level?

# Session Evaluations

We value your feedback and want to make sure you have an easy way to communicate your session experiences.

Please complete the Session Evaluations in the event APP for the sessions you attend!

Then get your special code from the presenter for Gamification within the app.





# Thank you!

## Video Message from Faculty

Contact Us to Learn More, or set up a Zoom:

[leadership@humboldt.edu](mailto:leadership@humboldt.edu)