



Cañada College

ANNUAL UPDATE REPORT

Accounting & Business

Annual Update Questions - Disciplines

1. Describe any changes or updates that have occurred since you last submitted program review. If there haven't been any changes or updates since your last program review, enter N/A.

Significant developments in the accounting and business program occurred over the past year, reflecting the steady and consistent demand for both internal and external partnerships. The program continues to maintain a strong presence on campus, online, and at offsite community partner locations such as CalWORKs and dual enrollment sites. We continue to hire and support adjunct faculty across all locations to meet these ongoing partnership commitments.

2. Provide a summary of the progress you have made on the goals identified in your last program review.

Our team has worked diligently to meet the increasing workload demands associated with expanding partnerships, scheduling innovations, and cross-department collaboration. We continue to advance our goal of providing a dynamic, student-centered scheduling model that ensures clear pathways across day, evening, synchronous, and asynchronous modalities.

This past year, we made significant progress on our workforce and equity-focused initiatives. The **Entrepreneurship for Spanish Speakers Certificate** was approved through the curriculum process, designed to support bilingual and Spanish-speaking entrepreneurs through culturally responsive curriculum. This program has the potential to become a model for inclusive economic development and has can strengthen our partnerships with local chambers of commerce, small business development centers, and community organizations.

In addition, the **Digital Marketing Apprenticeship Program** has launched, with the goal of offering students paid, real-world experience while completing their coursework. This program will directly connects students with local employers, providing hands-on training that bridges the gap between classroom learning and in-demand digital skills.

We are also developing a comprehensive **Zero Textbook Cost (ZTC)** and **Open Educational Resource (OER)** pathway across multiple business certificates, ensuring students have equitable access to affordable course materials.

3. If your goals are changing, use this space to provide rationale, or background information, for any new goals and resource requests that you'll be submitting that were not included in your last program review.

The increasing demands from community partnerships, dual enrollment expansion, and specialized pathway development continue to exceed our current staffing capacity. While our team has worked diligently to recruit, onboard, and support new adjunct faculty, the scope and sustainability of these efforts require additional full-time leadership and instructional stability.

To effectively meet the ongoing needs of our local community and maintain the quality and continuity of instruction, **the program's most critical goal moving forward is to secure a new full-time, tenure-track Business faculty position.** A dedicated full-time faculty member is essential to coordinate partnerships, ensure curricular alignment across multiple teaching modalities and sites, and strengthen collaboration with external stakeholders such as workforce boards, chambers of commerce, and high school districts.

This position would also provide consistent oversight for initiatives such as the Entrepreneurship for Spanish Speakers program, the Digital Marketing Apprenticeship, and our expanding ZTC/OER business pathways—each of which requires sustained faculty leadership to continue their success and growth. Without this investment, our capacity to deliver on institutional goals of equity, access, and workforce development will be significantly constrained.

