



## Upon arriving at the CA Community College sign in site:

### Business Information Worker

This information is intended for CA Community College Faculty, Deans, and Administration to explain the Business Information Worker Branded Pathway and the Branded Pathways approach to aligning our curriculum, from many different colleges, into a clear communication to students and business.

The Business Information Worker is the first of several planned pathway communications originated by the ICT-Digital Media Sector Team to inform students of a pathway to an initial entry-level job they can attain in 6-9 months...followed by additional training for advancement.

This is not a Certificate, although some colleges have already made it one. However, it is communicated to business in such a way that it has value for students who have followed the pathway and chose to say so on the resume templates we will provide to them.

### First, let's clear up some issues:

- 1) BIW is a branded pathway to success for students that has been vetted by business. By using common naming for skill sets, we can utilize the varieties of courses offered on different campuses and yet market statewide under a common name. This will give tremendous visibility and relevance of the CCC systems to students and businesses.
- 2) Participation by colleges is voluntary to list their compliant classes by name on our website and to use the branded (standardized) Business Information Worker brochure.
- 3) In most cases you already have these classes, we are just branding the combination to help you communicate and to market.
- 4) It is not necessary to have all the classes to participate in the Pathway. Today's students are able to acquire the classes from other colleges in the region or develop the skills by other means.
- 5) Certificates of Completion can be initiated by any participating colleges that do have all the classes. We ask that you keep the BIW name aligned with the skill requirements we have listed for statewide consistency.
- 6) These courses yield high FTE's and can fit well with dual enrollment situations. Many high schools offer the initial classes.
- 7) The BIW is flexible. You map the skills required to your best or preferred offering of those skills.
- 8) Credit or non-credit curriculum can be used as long as the skill sets are achieved.
- 9) We will provide branded brochures and press releases. You will need to order additional (we have a source).
- 10) All CCC's are encouraged to sign up. Please complete the input documentation here ([www.ict-dm.net/biw](http://www.ict-dm.net/biw)). We ask for approval by the appropriate Dean or Department Head(s) via communication/validation with your regional DSN or member of our statewide support team.



## The Information Communications Technologies & Digital Media

Sector Navigation Team

CALIFORNIA COMMUNITY COLLEGES

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- 11) Keep your eye on developments by the Academic Senate as they move forward with developing CTE C-ID for the courses leading to statewide transferability between CCCs as well as statewide certifications.
- 12) Sign up process:
  - a. Go to link [ICT-DM.net/BIW](https://www.ict-dm.net/BIW)
  - b. Click “Visit Our Administrator Portal to Add Your College”
  - c. Determine appropriate courses to match criteria
  - d. List corresponding course catalog ID and titles
  - e. List college contact for students
  - f. Approval by Dean/Department Chair as appropriate for your college
  - g. Your college will be listed within 1-2 business days and you will receive marketing materials and tips for promoting your BIW pathway to students and businesses

Be sure to check out the [IT Technician Pathway](#) as well.