Comprehensive Program Review Report (Narrative)
College of the Sequoias
Program Review - Business, Industry, Community Svcs

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Prepared by: Jorge Zegarra

What are the strengths of your area?:
- Training and consulting resource for Business
  - Quality & Improvement related training
  - Training customization
  - Quick-turn service

What improvements are needed?:
- Branding
- New course development
- Marketing
- Creation of internal processes in support of BICS business operating system

Describe any external challenges:

Opportunities or challenges:
- "BICS" not well known among business and industry
  - Moving to a new location.

Opportunities:
- Development of strong, cooperative and effective relationships with local employers, business, government and industry.

Overall Outcome Achievement:
There were three Service Area Outcomes (SAOs) identified the previous year. The percentage of community members enrolled in community Education classes went from 703 in 2012/2013 to 921 in 2013/2014. An increase of 30%. Six new community education classes were introduced in 2013/2014. Newsletters were sent to more than 40 manufacturers. Four training classes were provided to manufacturers in 2013/2014.

Changes based on outcome:
BICS is planning to develop new quality and continuous Improvement related training courses to increase the number of offerings to manufacturers in the region. BICS is also to develop relationships with local employers, business, government and industry to promote offerings.

Outcome cycle evaluation:
This is the first program review after identifying initial Service Area Outcomes (SAOs). The three-year outcome assessment cycle has not been elapsed yet.

Action: BICS branding and marketing
Develop and maintain strong, cooperative and effective relationships with local employers, business, government and industry to improve their awareness of BICS services.

Start Date: 06/30/2015
Status: New Action

Identify related course/program outcomes:
SAO: Improve BICS brand awareness.

Person(s) Responsible (Name and Position):
Jorge Zegarra, BICS Director

Rationale (With supporting data):
By developing a strong, cooperative and effective relationships with local employers, business, government and industry the BICS brand and its offerings will be better known resulting in an increase of BICS services.

Priority: High
Safety Issue: No
External Mandate: No

Action: BICS relocation
Plan, coordinate and implement the relocation of BICS to the Tulare College Center.

**Start Date:** 01/02/2015  
**Status:** New Action

**Identify related** SAO: Improve BICS brand awareness.

**course/program outcomes:**

**Person(s) Responsible (Name and Position):**  
Jorge Zegarra, BICS Director

**Rationale (With supporting data):** Effectively relocating to the Tulare College Center will help establish a better brand identity with local employers, business, government and industry.

**Priority:** High  
**Safety Issue:** No  
**External Mandate:** No

### Add Resource Request for Action

<table>
<thead>
<tr>
<th>Resource Description</th>
<th>Why is this resource required for this action?</th>
<th>Notes (optional)</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support from facilities to carry out BICS relocation to TCC</td>
<td>Because BICS will moving to the Tulare college center.</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Resource Type:** Facilities  
**Related Documents:**  
BICS Relocation.pdf