Content Outline for Sabbatical Proposals

1. Statement of Purpose

The purpose of this sabbatical proposal is to develop entrepreneurial content that will a) integrate within the current course curriculums in the Business discipline, b) contribute to existing and new entrepreneurial courses, c) to create a template for a certificate of achievement and proficiency, and d) provide entrepreneurial training and entrepreneurial content for other Business faculty.

2. Rationale

a. Professional Development

The planned method of professional development includes completing the training and become certified to train other faculty through Hewlett Packard’s Learning Initiative For Entrepreneurs (HP LIFE) program. HP LIFE is a cloud-based educational resource designed to help entrepreneurs and small-business owners around the world gain real-life business and technology skills to start or grow their businesses in their own time, at their own pace. It is a robust open educational resource that enriches curriculum in classrooms and other venues. The HP LIFE program has been included as a best practice in the United States Presidential Administration’s Startup America Initiative, which was launched in 2011 to accelerate the growth of fledgling, job-creating companies.

b. Value to Department or Discipline

HP LIFE is highly adaptable. It can be used to supplement most Business courses and enhance a classroom experience. Faculty who adopt HP LIFE would have access to modular curriculum that includes courses covering four main topic areas—finance, marketing, communication, and operations—and special topics. Faculty would be trained on how to administer and manage self-paced, interactive modules, practical business advice, and discussion boards. The program content also provides value for Business department trainers that partner with the District’s Workplace Learning initiatives and community training programs. In addition, HP LIFE learning content can be used as a standalone course, as a resource for exercises and practice, or as a gateway to a global online learning community. HP LIFE will allow the Business department to extend the depth of concepts presented, allow students to achieve mastery of concepts and skills at their own pace, and offer hands-on practice of relevant technology skills.

c. Value to College and/or District

HP LIFE content supports a shift in the traditional role of faculty from teacher/trainer to coach/instructor. In a traditional face-to-face course, the faculty leads the learning process, directs students’ activities, determines the order in which those activities are undertaken, and sets the pace at which material is covered. By implementing various elements of HP LIFE content, the faculty’s role begins to shift away from teaching toward facilitating self-paced learning. This opens up opportunities for the instructor to
3. Implementation
   
a. Implementation Procedure

   Proposed Sabbatical Project Implementation Timeline:
   Weeks 1 – 8: Complete HP LIFE certification Course.
   Weeks 8 – 10: Earn HP LIFE Trainer certification.
   Weeks 10 – 12: Develop Entrepreneurial Course Objectives for Business COR integration.
   Weeks 12 – 17: Develop course instructional content for Business courses integration and proposed Entrepreneurial Certificate of Achievement and Proficiency for Department review.
   Weeks 17 – 18: Develop project presentation for Professional Development Week, CTE Division meeting(s), and Business Advisory Board Meeting.

b. Projected Results

   The proposed projected results include completion of the HP LIFE certification course and trainer certification. This body of knowledge will benefit students, the department, and the college by integrating entrepreneurial content within current course curriculums, to train other faculty, to contribute to existing and new entrepreneurial courses, and to create and propose a Certificate of Achievement in Entrepreneurism.

c. Dissemination Plan: Benefit to Colleagues/Students/College

   The proposed sabbatical project will allow a lead Business faculty to obtain certification in the Hewlett Packard Learning Initiative For Entrepreneurs (HP LIFE) program. The project also includes obtaining a Trainer certification to disseminate the entrepreneurial program to other Business faculty. With the acquired body of knowledge instructors would have the ability to integrate Entrepreneurial content into the classroom. A sample topic list faculty would be able to integrate in new or existing curriculums would be as follow:

<table>
<thead>
<tr>
<th>Topic</th>
<th>HP LIFE Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs recognize Opportunity</td>
<td></td>
</tr>
<tr>
<td>The Business Plan</td>
<td>Your Target Audience</td>
</tr>
<tr>
<td>Creating Business from Opportunity</td>
<td>Effective Presentations</td>
</tr>
<tr>
<td>Exploring Your Market</td>
<td>Unique Value Proposition</td>
</tr>
<tr>
<td>Developing the Right Marketing Mix and Plan</td>
<td>Benefits vs. Features and Social Media Marketing</td>
</tr>
<tr>
<td>Smart Selling and Effective Customer Service</td>
<td>Selling Online and Setting Prices</td>
</tr>
<tr>
<td>Understanding and Managing Start-up, Fixed and Variable Costs</td>
<td>Basics of Finance</td>
</tr>
<tr>
<td>Using Financial Statements to Guide a Business</td>
<td>Profit and Loss</td>
</tr>
<tr>
<td>Cash Flow and Taxes</td>
<td>Cash Flow and Sales Forecasting</td>
</tr>
</tbody>
</table>
13. "Using Financial Statements to Assess and Monitor Performance: A Board Member’s Primer", presented at the Ventura County Community Foundation, Camarillo, California various times in 2011
15. "Making a Difference for Nontraditional Students, Tools & Tips for Educators", presented September 18th, National Community College Hispanic Council (NCCCHC) 19th Annual Leadership Symposium, Scottsdale, Arizona.

b. Service

Robert is a practitioner scholar who is committed to enhancing the Career and Technology Education field by encouraging students and career builders to enter into programs of study that are not typically represented by nontraditional individuals. He is a tenured faculty at Oxnard College where he teaches courses in Business and Accounting. He also lectures in Accounting at CSU Channel Islands at the Martin V. Smith School of Business & Economics. Robert has over 20 years in banking and finance management; he held management and leadership positions with Citibank, Wells Fargo, and Pacific Capital Bancorp. He currently serves as a director for CBC Federal Credit Union and is a member of the Supervisory Committee. Robert earned a Bachelor’s of Arts in Business Economics at the University of California at Santa Barbara, a Masters in Organizational Management from Antioch University, and a Masters of Science in Accounting from Walden University. He earned the professional credential of Certified Project Manager from Stanford University.

Robert is a Certified Facilitator and works with organizations in strategic development, accounting, and learning. Robert’s various professional affiliations and community activities include board member of UCSB’s Alumni Association, the National Association of Hispanic MBA’s, he is a Rotarian and former Chairman of the Board for the Conejo Valley Chamber of Commerce. Robert is a graduate of the Ventura County Leadership Academy and Leadership Conejo. In 2006, Robert was recognized and awarded “Business Man of the Year” from the Conejo Valley Chamber of Commerce.

Notable Academic Leadership
- Academic Senate of California Community Colleges – CTE Leadership Council 2014 - current
- Academic Senate President 2009 – 2012
- Academic Senate Secretary 2005-2006