NEW BUSINESS INFORMATION WORKER PROGRAM LAUNCHED
FALL SEMESTER BEGINS AUGUST 24 @ SAN DIEGO CITY COLLEGE

San Diego, CA – August 21, 2015…..San Diego City College (SDCC) will welcome more than 16,000 students to its 60-acre campus beginning Monday August 24, 2015. The 101-year old college offers more than 200 degrees and certificates and nearly 1,800 class sections.

New for the fall 2015 semester is the opportunity to earn a Business Information Worker (BIW) Certificate. Offered through the Computer Business Technology department, the BIW Certificate is designed to prepare students for entry-level office and administrative support in a variety of areas including business communications; basic computer application skills such as Excel, Word, and Outlook; the fundamentals of computer systems; and critical thinking and problem solving.

Upon completion of the 17-credit BIW program, City College students can apply for positions as administrative assistants, information clerks, receptionists, secretaries, and customer service representatives. Rose La Muraglia, Dean of the School of Business, Information Technology and Cosmetology shared that “state and federal economists project that these professions will sustain robust growth for years to come.”

The Business Information Worker Certificate is part of a $300,000 Information and Communication Technologies/Digital Media Sector Grant. This Doing What Matters for Jobs and the Economy grant was awarded to SDCC through the California Community Colleges Chancellor’s Office.

“Because businesses need computer savvy entry-level office workers, San Diego City College was glad to establish this program to fulfill an employment need”, said Anthony Beebe, President of San Diego City College.

Additional certificates added for 2015 include Conflict Resolution and Mediation, Project Management, Programming with C++, Digital Media Production, Documentary Film, Radio, Urban Farming Professional, and Video Production.
New associate degree additions are Documentary Film and Digital Media Production, and a number of
degrees were approved for transfer including Anthropology, Art History, Business Administration,
English, Journalism, Geography, Geology, Philosophy, Sociology, Spanish, and Studio Arts.

Also new this fall is a Sports Management program beginning October 19. The sports industry has a high
demand for employees with skills in the customer service and sales areas. Already the Sports
Management program has established an internship with the San Diego Gulls and opportunities with the
San Diego Padres.

Accounting professor Shana Carr has a working background in the sports industry field and knows how
important these jobs are to sports organizations like the Padres and Gulls. “Our students will find ample
jobs in this field throughout the country,” said Carr.

Beginning his second year at San Diego City College, President Anthony Beebe said that, “With SDCC
ranked #2 in the nation among two-year colleges for its alumni earning the highest mid-career median
salary of $70,900 after 10 years in the work force, City College is a great place to begin a career. Our
majors and certificates are focused on industries that need quality employees.”

About San Diego City College
Established in 1914, San Diego City College serves as the educational cornerstone of downtown San Diego. A 60-acre urban
campus, City College serves more than 16,000 students, and offers 200+ Associate Degrees and Certificates and 1,800 day,
evening and weekend classes. City College is part of the San Diego Community College District (SDCCD), the second-largest
of California’s 72 community college districts, comprised of San Diego City College, Mesa College, Miramar College and
Continuing Education. For more information, visit: www.sdcity.edu.