Advancing San Diego

In partnership with

BORDER REGION TALENT PIPELINE K-16 COLLABORATIVE

Verified Program application guide

Business—2026

The following application can be completed in parts. The first two sections are required, then you can use the table of contents to skip ahead or go back to sections. The table of contents is available throughout to application by clicking the three lines in the top left corner of the screen. You can use this application guide to review all the questions included in the application.

After the two required sections, the remaining sections are optional, but more complete sections make for a stronger application. Your responses will be saved, and you can return to review or edit responses **by using your unique link**. Once you submit the application (at the very end) you will no longer be able to edit your responses. You will see another warning before you click submit.

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General Information

1. Institution or university name
2. Point of contact
3. Enrollments over the last 12 months and completions over the 12 months prior
4. Program name
5. Program point of contact
6. Certificates or degrees offered within the program (select all that apply):
    - Internal Certificate
    - External Certificate (prepares students for a certificate offered outside your institution like PMP)
    - Associate of Business Administration
    - Associate of Science
    - Associate degree for transfer (ADT)
    - Bachelor of Business Administration
    - Bachelor of Science
    - Other
7. Which role(s) does this program prepare students for? (select all that apply)
    - External-facing business occupations (Advertising, Sales, and Marketing, Public Relations and Communications, and Customer Service Representative)
    - Internal facing business occupations (Finance, Purchasing and Buying, and Supply Chain and Logistics Management)
    - Accounting, Bookkeeping, and Auditing
8. Programmatic enrollments over the last 12 months
9. Programmatic completions over the previous 12 months
10. Gender representation (must add up to 100%)
11. Ethnicity representation (must add up to 100%)
12. Local vs non-local (must add up to 100%)

Diversity Equity & Inclusion

For the following questions, we are only looking for a list. Applicants that are invited to present to employers will have the opportunity to elaborate further on these efforts.

Advancing San Diego's mission is to improve access to high-wage, high-demand occupations for all San Diegans. Efforts around diversity, equity, and inclusion as well as efforts to reach and serve San Diegans are looked upon favorably for verification status. These questions are not required to complete the application, but the more questions that are answered the stronger the application will be considered.

1. List any other institutional or programmatic opportunities that make the learning environment accessible to a wider variety of populations. Examples might include full-time workers, parents, people with physical disabilities, people with learning challenges, unhoused people, and more.
2. List any institutional or programmatic efforts to recruit local residents for enrollment and workforce training. This can include relationships with K-12 institutions, other post-secondary institutions, the military, and more. Again, we are only looking for a list.

Hard Skills

The following sections will ask about the program's ability to teach the technical skills needed for entry-level business talent. None of these questions are required, however the more information that is provided the stronger the application will be. Applicants are encouraged to pay careful attention to the skills relevant to the roles selected at the beginning. Relevant roles are listed below each skill definition. For example, if you indicated that your program prepares students for a role in entry-level IT support, responses to skills related to IT support roles will be evaluated more closely.

1. List any courses or modules within the program that include <skill> as a learning outcome.
2. Are any of the courses or modules listed above required for program completion?
3. Upload the syllabus for one required course that includes <skill> as a learning outcome.

ROLE	SKILL
Internal facing entry-level business occupations, including Finance, Purchasing and Buying, and Supply Chain and Logistics	**Data collection, analysis, and communication:** Collect and record accurate, relevant data through systematic methods. Expertly interpret and transform complex data into actionable insights, informing strategic decisions through statistical analysis. Communicates findings clearly and concisely to inform decision making. **Process optimization:** Streamline operations and workflows to enhance efficiency, reduce costs, and maximize output through systematic evaluation and improvement. **Project management:** Lead teams and resources to achieve project goals efficiently, within scope, on time, and within budget through effective planning and coordination. **Project management software:** Proficiency in utilizing software to plan, organize, and manage tasks, resources, and timelines for projects. Software types: Asana, Trello, Jira, Monday.com, or other (provide other software name). **Process documentation:** Create detailed, clear and organized guides to streamline workflows and ensure consistency in processes.

	Setting/tracking key performance indicators: Define, monitor, and evaluate metrics to measure performance and drive organizational goals and improvements. **Presentations for internal stakeholders:** Create and deliver engaging and informative presentations tailored to meet the needs of internal stakeholders.
Eternal facing entry-level business occupations, including Advertising, Sales, and Marketing, Public Relations and Communications, and Customer Service Representatives	**Business development techniques:** Set clear objectives, leveraging market research, developing strategic partnerships and aligning efforts cross functionally to meet goals. **Sales process, strategies, and techniques:** Identify sales opportunities, build rapport with customers, utilize sales methodology, and close sales. **Marketing techniques:** Create marketing strategy, clearly communicating, proficiency in software and AI tools, Data analytics contributing to goals, social media skills. **Graphic design techniques:** Knowledge of design elements, artistic ability and creativity. Client management, problem solving and time management. Technical skills, including design software (Adobe, Canva, AutoCAD, etc.) **Presentation for external stakeholders:** Creating impactful, informative, and persuasive presentations tailored to meet the needs of external stakeholders. **User experience design:** Design intuitive, efficient, and enjoyable interfaces to enhance user satisfaction and overall experience.

Accounting, Bookkeeping, and Auditing	**Balance sheets and general ledgers:** Maintain financial records showing a company's assets, liabilities, and equity at a specific point in time. **Financial statements:** Ability to prepare and interpret financial records, including balance sheets, income statements, and cash flow statements. **Accounting software:** Proficiency in utilizing software to record, report, and analyze financial transactions and data. Software types: Quickbooks, Freshbooks, Sage, Xero, etc. **Tax code:** Understanding and applying the laws and regulations governing taxation at local, state, and federal levels. **Mergers and acquisitions:** Managing the process of combining two or more companies, including due diligence, negotiation, and integration. **Auditing:** Examining financial records to ensure accuracy, compliance, and adherence to regulations and best practices. **Forensic Accounting:** Applying accounting skills to investigate financial discrepancies and potential fraud for legal purposes. **Certified Management Accountant license:** A professional certification demonstrating expertise in management accounting, including advanced financial skills. **Certified Internal Auditor license:** A professional certification demonstrating expertise in internal auditing, including risk assessment and control evaluation. **Certified Public Accountant license:** A professional certification demonstrating expertise in accounting principles and practices, including auditing and taxation.

4. Check the box for each true statement regarding business related certificates. For example, if the statement "*The program applying for verification prepares students to take the Salesforce Administrator certification exam.*" is true, check the top left box:

Certificate:	**prepares students to take the exam.**	**provides practice exams for students.**	**pays for the student to take the exam.**
Certified Management Accountant license			
Certified Internal Auditor license			
Certified Public Accountant license			
Customer relationship management software certification (Salesforce, Zoho, Hubspot)			
Project management software certification (Asana, Trello, Jira, Monday.com)			
Accounting software certification (Quickbooks, Freshbooks, Sage, Xero)			

5. Which project management style(s) do students primarily learn/use?
6. Which software system(s) do students primarily learn/use?
7. What other technical skill(s) do students primarily learn/use?

Employability Skills

The following sections will ask about the program's ability to teach the employability skills (also known as 21st century skills or soft skills) needed for entry-level business talent. None of these questions are required, however the more information that is provided the stronger the application will be. These skills have been selected by employers for their importance in business roles. Applicants are encouraged to respond to all questions.

1. **Interpersonal Savvy:** Involves effective communication, teamwork, negotiation, and leadership, essential for building rapport, resolving conflicts, and achieving organizational goals through positive relationships and collaboration.

2. **Detail-oriented:** Ability to pay close attention to details and ensure accuracy and completeness in work. It involves being meticulous and methodical, with a focus on precision and thoroughness.

3. **Collaboration:** Works effectively together to accomplish goals. Demonstrates respect for cultural and individual values. Listens to and considers ideas from others.
4. **Problem Solving:** Applies critical thinking skills to solve problems by generating, evaluating, and implementing effective solutions.
5. **Accountability:** Commitment to take ownership of tasks, decisions, and outcomes, fostering trust, integrity, and responsibility within teams for achieving goals.
6. **Persistence:** Persistence in business is the relentless pursuit of goals despite obstacles, setbacks, or challenges, driving continuous effort, resilience, and adaptability to achieve long-term success and innovation.
7. **Customer Focus:** Prioritizing the needs, preferences, and satisfaction of customers, fostering loyalty, retention, and growth through personalized experiences and solutions.
8. **Adaptability:** Ability to embrace change, pivot strategies, and innovate in response to evolving market dynamics, ensuring resilience and competitive advantage.

Industry Engagement

1. Select all forms of industry engagement and work-based learning that are embedded in the program:
    - Internships
    - Apprenticeships
    - Co-ops
    - Industry inspired/provided case studies or projects
    - Industry presentations
    - Industry related field trips
    - Other
    - None
2. How can employers engage in this program to recruit students or provide work-based learning experiences?