



**SOUTHWEST
TEXAS COLLEGE**

Business Office Technology

Building Tomorrow's Administrative Professionals
Through Innovation and Partnership

Program Overview

What We Teach

Our comprehensive curriculum prepares students for success in today's dynamic business environment:

- Advanced Microsoft Office Suite proficiency
- Professional communication and correspondence
- Business document management and workflow systems
- Accounting fundamentals and financial software
- Digital collaboration tools and cloud platforms
- Customer service excellence and office procedures



Evolution of the Modern Workplace



Traditional Skills

Filing systems, phone management,
basic typing



Digital Transition

Software proficiency, email
communication, database
management



Today's Requirements

Cloud collaboration, project
management platforms, data analytics,
AI integration

Our program has evolved to meet these changing demands. We've updated our curriculum to include modern collaboration tools like Teams and Slack, cloud-based document management, basic data visualization, and emerging technologies that are reshaping administrative roles across industries.

Strong Regional Demand

850+

Open Positions

Administrative assistant jobs currently available in Southwest Texas region

\$38K

Average Salary

Competitive starting wage for qualified graduates in our area

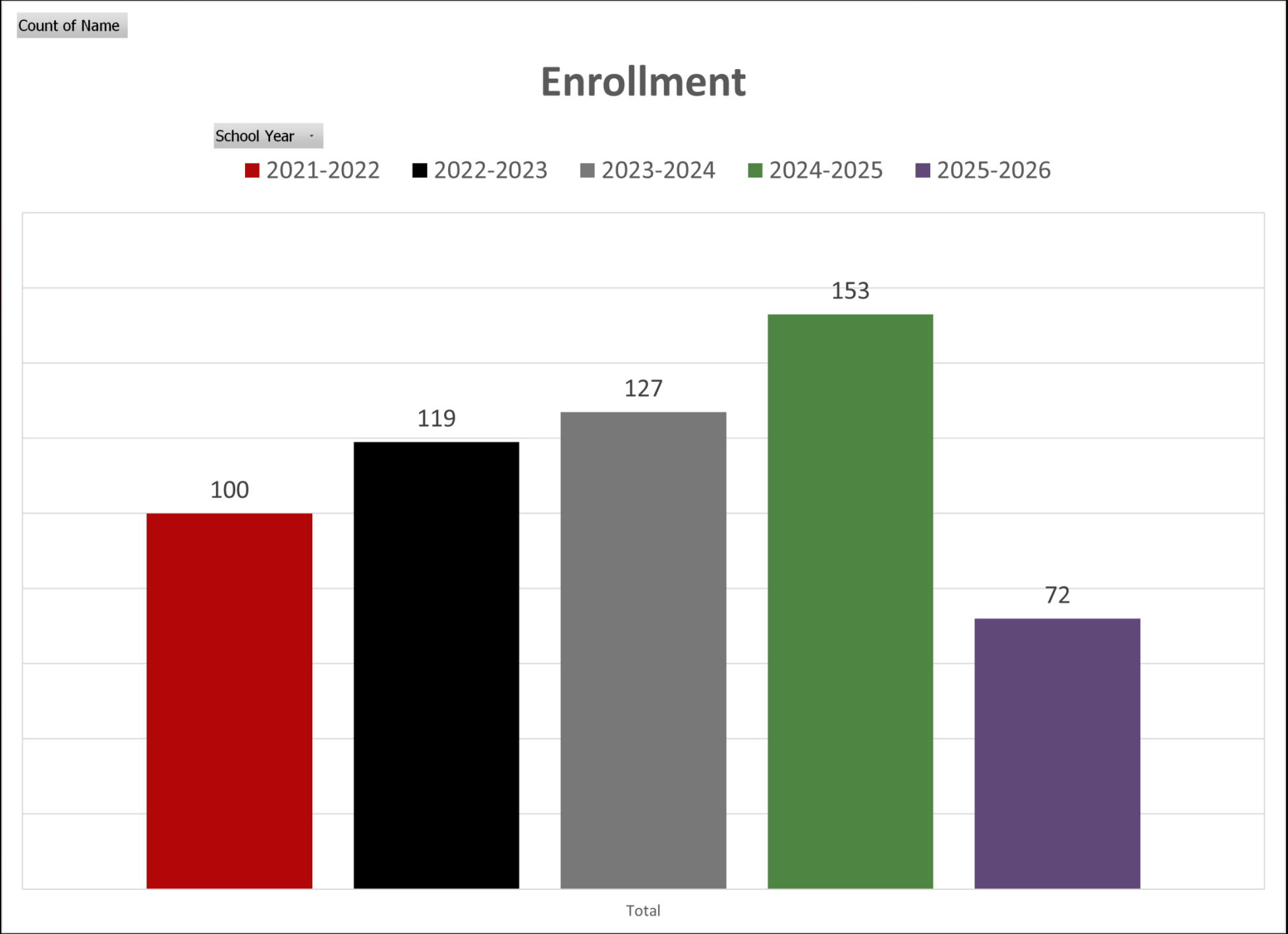
92%

Job Placement

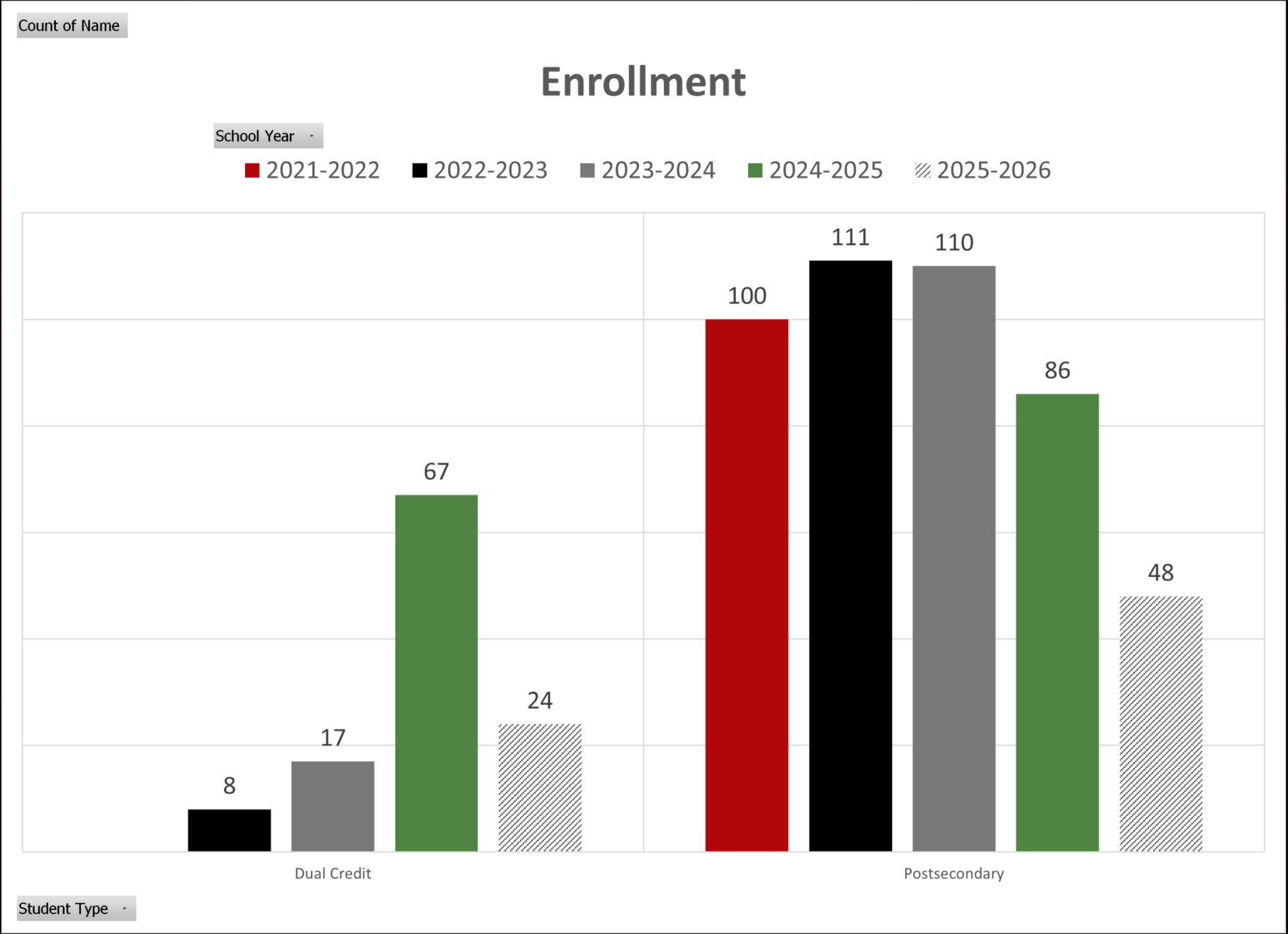
Of our graduates secure employment within six months

Local employers consistently report difficulty finding qualified administrative professionals. Our program directly addresses this workforce gap, providing skilled graduates ready to contribute from day one.

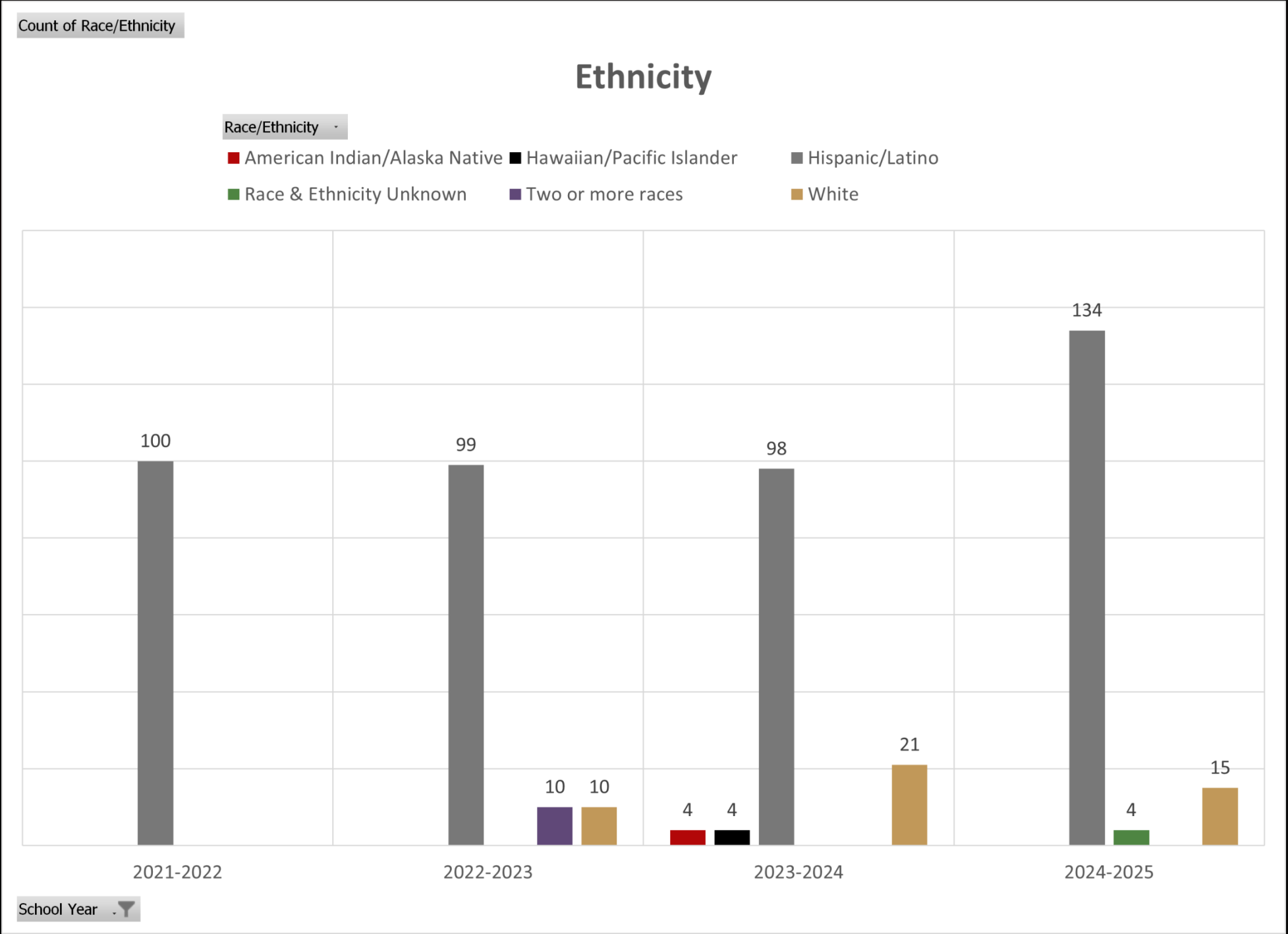
Student Demographics & Success Data



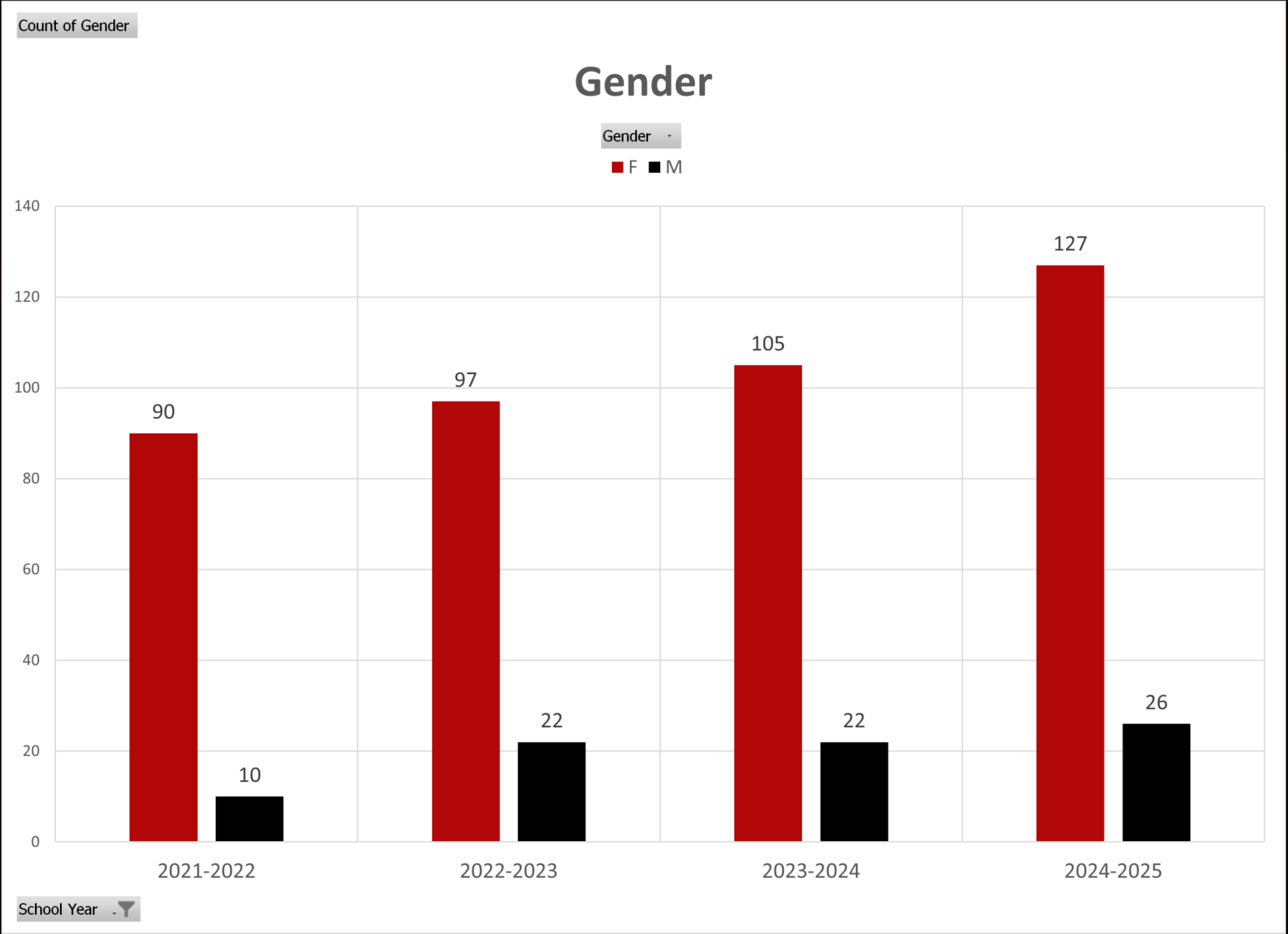
Student Demographics & Success Data



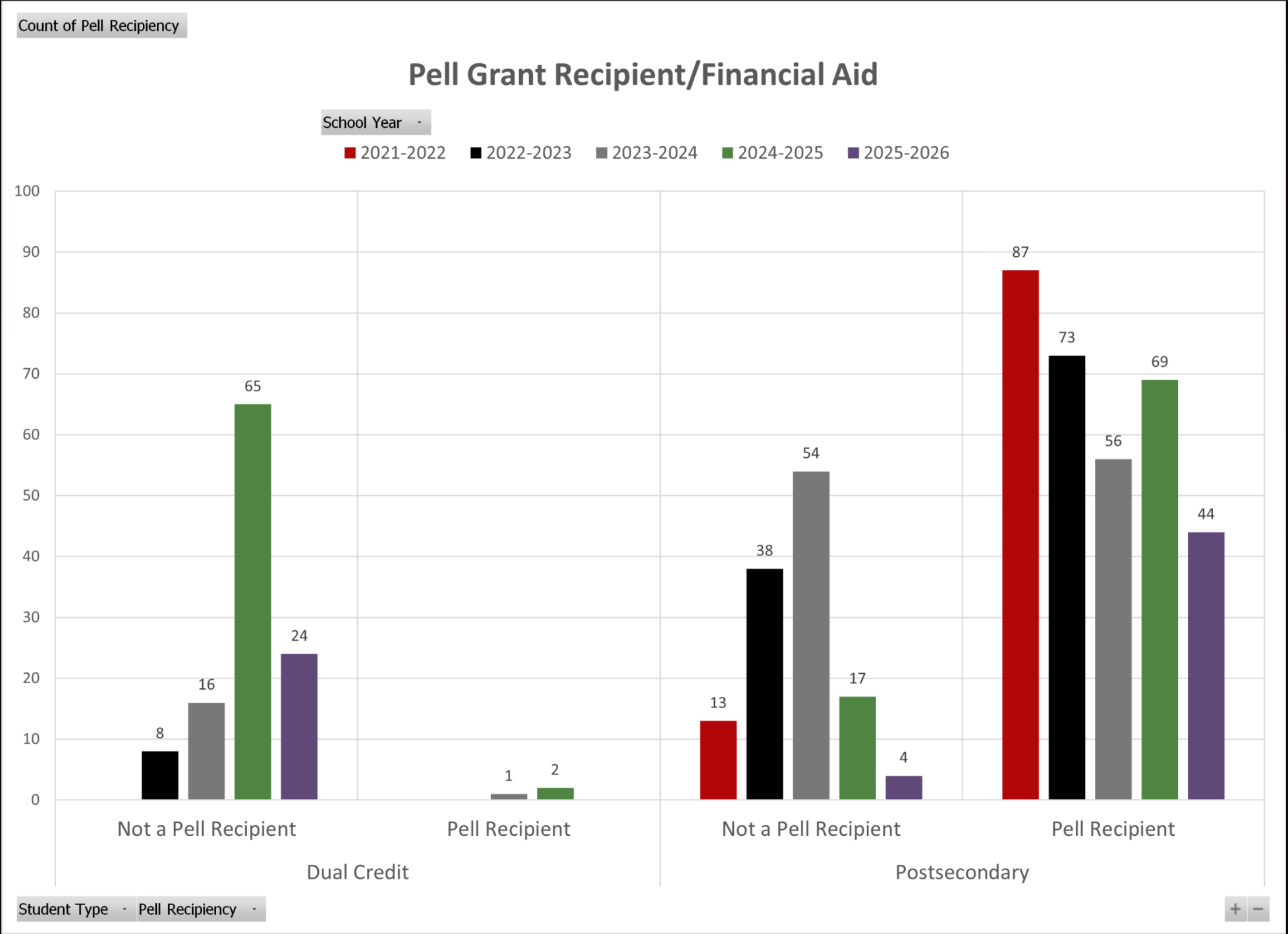
Student Demographics & Success Data



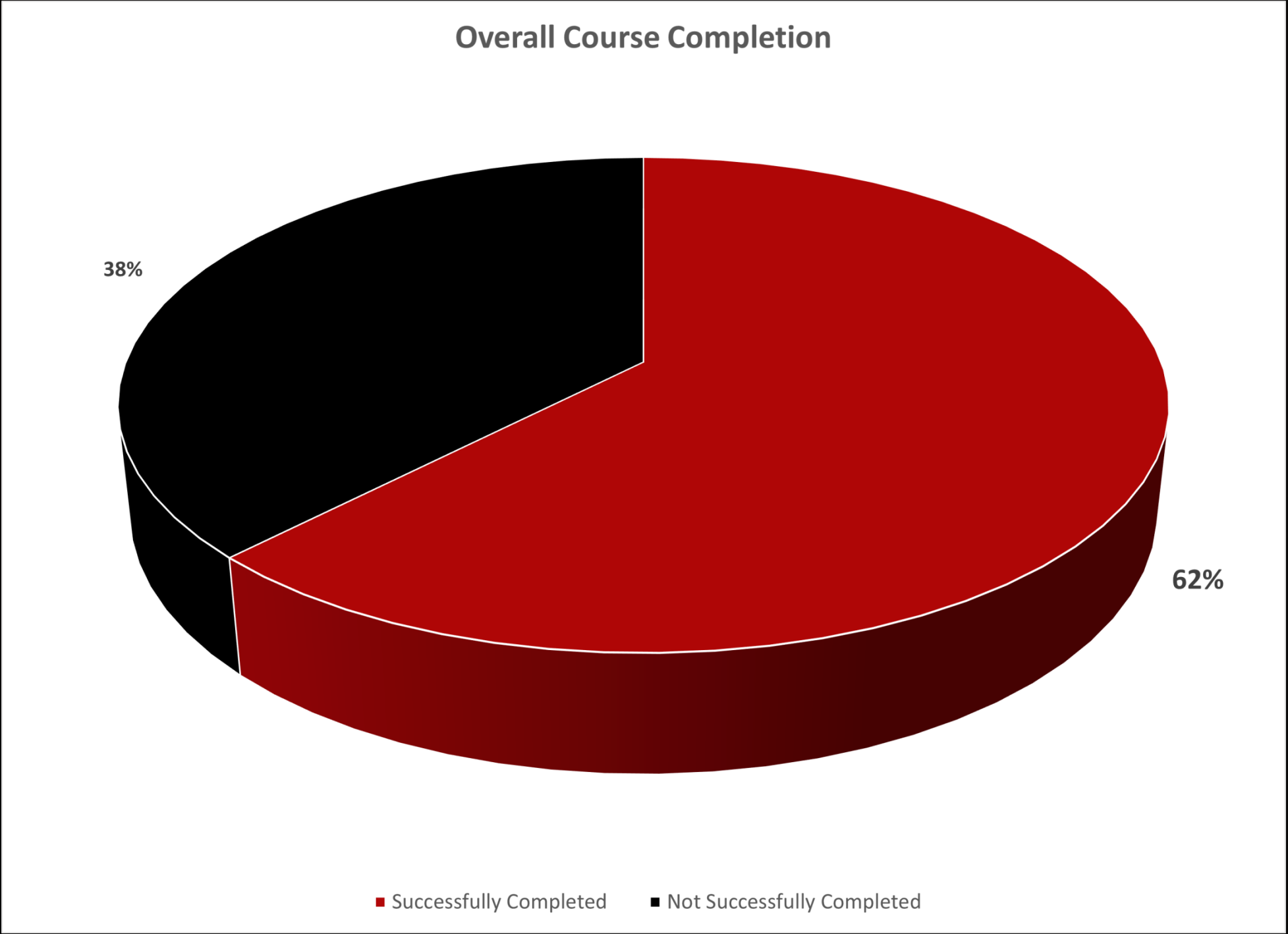
Student Demographics & Success Data



Student Demographics & Success Data



Student Demographics & Success Data



Supporting Student Success



Personalized Mentoring

One-on-one guidance and career counseling tailored to individual student goals and challenges



Real-World Experience

Internship placements with local businesses providing hands-on professional experience



Industry Certifications

Microsoft Office Specialist and QuickBooks certification preparation integrated into coursework

Technology Access

State-of-the-art computer labs and equipment loans ensure every student has the tools needed for success

Career Services

Resume workshops, interview preparation, and direct connections to hiring managers in the community

2023-2024 Certification Results

Overall Performance:

- 96 unique students tested for at least 1 certification
- 303 total certification tests taken
- 248 certifications received
- Students averaged 3 tests per student
- Overall passing rate: 82%

Certification Breakdown by Program:

QuickBooks 4 of 11 students certified (36% pass rate)	MS Access 11 of 22 students certified (50% pass rate)
MS Excel 60 of 72 students certified (83% pass rate)	Excel Expert 6 of 11 students certified (55% pass rate)
MS Outlook 18 of 24 students certified (75% pass rate)	MS PowerPoint 51 of 54 students certified (94% pass rate)
MS Word 54 of 61 students certified (89% pass rate)	MS Word Expert 44 of 44 students certified (100% pass rate)

These results demonstrate strong student preparation and program effectiveness across Microsoft Office applications.

Introducing Industry Partnerships

A Strategic Initiative

We're launching a transformative partnership model that creates direct pathways between our program and regional employers.

Mutual Benefits:

- Partners gain access to qualified talent pipeline
- Students receive targeted training for specific roles
- Curriculum reflects real-world employer needs
- Internship and job placement opportunities



Our First Partner: Uvalde Memorial Hospital



Regional Healthcare Leader

700+ employees serving the Southwest Texas community with comprehensive medical services



Administrative Needs

Multiple departments requiring skilled office professionals for patient care coordination and operations



Partnership Goals

Tailored training modules, guaranteed internships, and preferential hiring for program graduates

Uvalde Memorial Hospital's commitment as our inaugural partner validates our program's quality and demonstrates the community's investment in workforce development. This partnership will serve as a model for future collaborations.

Partnership Impact and Growth Strategy

01

Recruitment Amplification

Partner organizations actively promote the program to potential students, expanding our reach throughout the region

02

Curriculum Alignment

Partners provide input on emerging skill requirements, ensuring our training remains relevant and market-driven

03

Experiential Learning

Students gain practical experience through structured internships at partner sites, building confidence and competence

04

Employment Pipeline

Partners commit to interviewing qualified graduates, creating clear pathways from education to career

We're actively cultivating relationships with additional regional employers across healthcare, education, manufacturing, and professional services sectors to expand this network.

Looking Ahead: Our Vision

Expand Partnership Network

Recruit 5-7 additional industry partners by end of 2025, representing diverse sectors across Southwest Texas

Enhance Technology Integration

Invest in emerging tools and platforms that reflect workplace evolution, including AI-assisted workflows

Increase Student Enrollment

Leverage partnerships to grow program enrollment by 40% while maintaining our 90%+ completion rate

Strengthen Regional Workforce

Graduate 100+ qualified administrative professionals annually to meet Southwest Texas business needs

The Business Office Technology program is positioned for significant growth and impact. With strong student outcomes, evolving curriculum, and innovative industry partnerships, we're building a sustainable model that serves both students and employers. We're excited about this momentum and grateful for the Board's continued support.

Data Sources & References

Regional Labor Market Data:

- Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2024
- Texas Workforce Commission, Labor Market Information, Southwest Texas Region
- Indeed.com job postings analysis, Administrative Assistant positions, November 2024

Student Success Metrics:

- Internal program records, Academic Years 2022-2024
- Student Information System enrollment and completion data
- Industry certification tracking through Certiport and Intuit

Salary Information:

- PayScale.com regional salary data for Administrative Assistants, Southwest Texas
- Glassdoor.com compensation reports, Uvalde and surrounding counties
- Texas Workforce Commission wage surveys, 2024

Partnership Information:

- Uvalde Memorial Hospital Human Resources Department
- Southwest Texas workforce development surveys
- Regional employer needs assessments, 2023-2024