Driving New Academic Programming for Small Business Success
Kalynn Pirkl wears the badge of Associate Dean for the School of Business and Information Technology at Central New Mexico Community College (CNM). She has been one of the leading forces behind integrating the Digital Skills Program into CNM’s course offerings.

THE CHALLENGE
Adapting to Student Needs and the New Mexico Market
Looking at CNM’s mature, entrepreneurial student population, Kalynn recognized the urgent need to prepare her students for the digital age. As she explained, “New Mexico is not a huge city and so there are a lot of online small businesses. Digital knowledge and social marketing is inherent to their success.”

THE SOLUTION
Reverse Engineering Curriculum for Industry Demands
In an effort to design up-to-date curriculum, Kalynn set out to offer a new Digital Marketing Certificate at CNM. She leveraged industry partner knowledge to better understand the skills important to succeed in today’s workforce. By integrating the Facebook Digital Skills Program with CNM’s new certificate, she is excited to offer credentials that convey digital competencies that empower students and small businesses. With in-depth curriculum and hands on training, Kalynn highlights Facebook ad credits, real-world applications, and the analytics courses as pivotal in bringing something extremely valuable and fresh to students in the program. “You’ll know this program is right for you if you’re excited about developing new skills and preparing for the direction of digital,” she says.

THE RESULT
New Markets for New Mexico
While the Digital Skills Program is still new at CNM, the end-of-term survey revealed that students were extremely happy with the curriculum’s fresh approach. Kalynn finds that “The content Pathstream developed guides students in a structured away.” New Mexico is home to many small businesses eager to reach new markets. Kalynn is confident that this program will equip entrepreneurs with the skills they need to find online success for their businesses.

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