Strong Workforce Program

Date: October 10, 2019
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What is Strong Workforce?

Provide more CE opportunities with better outcomes for students and better labor market success.

Goal

- Develop more workforce opportunity
- Lift low-wage workers into living-wage jobs,
- Create one million more middle-skill workers
- K-12 to Community Colleges - pathways

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Purpose of Legislation / Legislative Interests

- Economic mobility - Poverty rate 14.5%
- Responding to industry needs
  - Employers are seeking middle skills positions
  - Not enough local skilled workers
  - Grow are own approach
  - Bring industry together
- Unprecedented level of accountability for investment of funds
  - Job placement
  - Wage advancement
  - Enrollment
- 17% of funds based on performance
- Data is now publicly available

BACCC Goals & Martics

Goal A: **Provide pathways that enable all Bay Area students to find employment and advance to livable wages**

Goal B: **Meet the needs of employers in the Bay Region for well-qualified candidates for positions that pay livable wages, particularly in labor market priority areas.**

Measure progress in Goals A & B by increase in following metrics:

1. Employed in a job closely related to field of study after exiting California Community College (K-12, SS, IF)

1. Median annual earnings of students after exiting California Community College (K-12, SS, Incentive Fund Metric) after exiting Adult Education (AE)

1. Attained a living wage after exiting California Community College (K-12, SS, IF)

Goal C: **Ensure equity in participation, completion, and employment**

Measure progress in Goal C by decreases in gender and ethnicity equity gaps in measurements for Goals A & B

College Obligation

- Member of Consortium
- Participate in Regional planning

- Work with other members to create program proposals

- Share LMI Data

- Local Investment Planning Efforts

- Report SW funding in NOVA

- Certifications: Enrollment, #of Certs, and place student in careers

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State Wide Funding 19/20

Annual Recurring Investment for **114 Community Colleges**

$248 Million

To Spur Career Technical

60 percent Local Share - College

40 percent Regional Share - Allocated by Vote (Member Colleges)

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Industry Sectors

- Global Trade
- Bio-Tech/Life Science
- Advanced Manufacturing
- Advanced Transportation & Logistics
- Agriculture, Water & Environmental Technologies
- Business & Entrepreneurship
- Energy, Construction & Utilities
- Health
- Information Technologies & Digital Media
- Retail, Hospitality & Tourism

10 priority sectors

Programs that lead to employment directly after completing an AA or certificate

District Formula

- Factor 1: Annual CTE Credit FTES
- Factor 2: Annual CTE Enrollment (Headcount)
- Factor 3: Students with CTE Goals at End of Prior Academic Year
- Factor 4: Successful Workforce Outcomes: Skills Gains (Course Success)
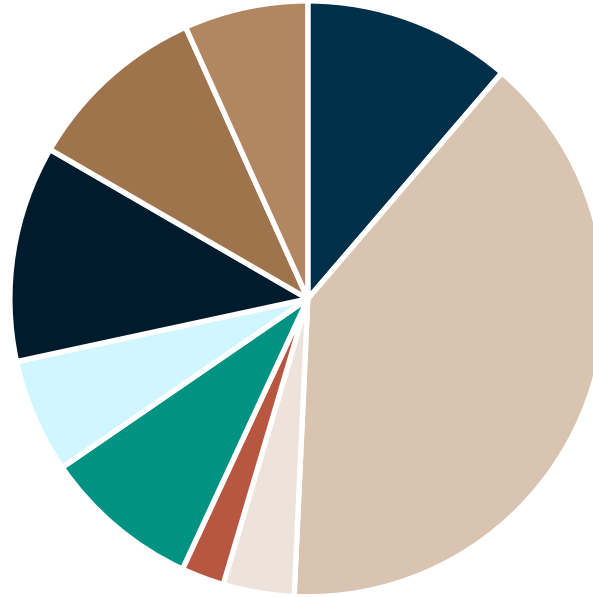- Factor 5: Program/Initiative Innovation

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School Funding – Estimated (18/19)

College	Factor Distribution		Total Allocation
Cañada	25.6%		$993,976
CSM	36.8%		$1,442,206
Skyline	37.7%		$1,478,819
SMCCCD	100%		$3,915,001

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Year over Year Funding
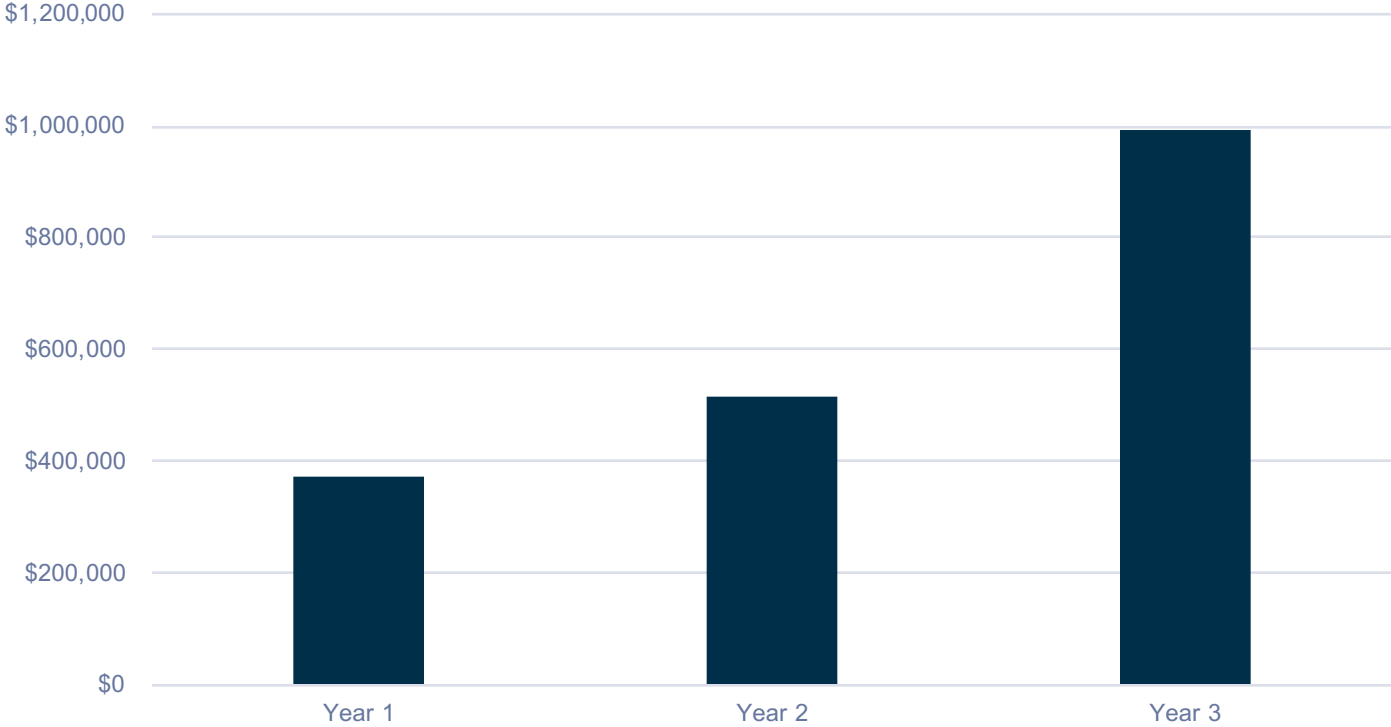
16/17 Academic Year

Legend:
- Business Management
- Career Development
- Course and Curriculum Dev.
- Digital Media
- Educational Aid
- Fashion
- General Studies
- Neurodiagnostic Tech
- Radiological Technologies

IEO Model

Input

- Increase Awareness & Enrollment

Environment

- Support Current Programs
- Build New Programs
- Research

Output

- Career Exploration
  - Guided Pathways
- Placement in livable wage work

Astin, A. W. (2012). *Assessment for excellence: The philosophy and practice of assessment and evaluation in higher e* Rowman & Littlefield Publishers.

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Reporting

District Office
Banner
Reports

Ideation

- Trends
- Median Salary
- Instructor Pool
- Alignment with Institution
- Competition
- New Jobs in Field
- Program Type
- Outside Certificate/Accreditation
- Student Profile (Traditional Full time/Part Time, Career Changer, Life long learner, etc.)

https://docs.google.com/spreadsheets/d/1tu6q7I_3cUx8kD3T6ZGKn1dKxqJcoVwgsY2gHFstslM/edit?usp=sharing

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Required Reporting – Individual Projects

- Description of the Project
- Industry
- Start Date
- End Date
- What does this project address?
- Enrollment 16/17, 17/18, 18/19
- How does this project meet the needs of your local labor market?
- How does this project address the priorities established by your college?
- Work Plan with * Major activities *Major Outcomes

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Projects (16/17 & 17/18)

- Business & Commerce - E
- Small Business & Entpr. - E
- Digital Media - E
- Educational Aid -E
- General Instruction - E
- Fashion - E
- Child Development - E

- Course Development - E
- Recruitment - I
- Viticulture - E
- Neurodiagnostic - E
- Administration – E
- Marketing - I

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IEO Model – Input

Input

Increase Awareness & Enrollment

Current Implementation

- Marketing
- Fairs

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IEO Model – Environment

Current Implementation

Environment

- Support Current Programs - S

- Build New Programs - B

- Business & Commerce – E, S
- Small Business & Entpr. – E, S
- Digital Media – E, S
  - UI/UX - B
- Educational Aid –E, S
- General Instruction – E, S
- Fashion – E, S
- Child Development – E, S
- Course Development – E,
- Viticulture – E, B
- Neuro diagnostic – E, B

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IEO Model – Output

Output

- Career Exploration

- Placement in Work

- Enrollment

Current Implementation

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Comments & Questions