The Mission of CCCAOE is to provide leadership for occupational education and economic development professionals involved in workforce development and the enhancement of California's position within a global economy.
Welcome!

When you complete this session you will be able to:
- List at least five local or statewide organizations/agencies that play a role in economic development
- Identify sectors that have been identified as a focus for your region
- Name one organization or agency that you do not currently work with that could support or be a partner in your economic and workforce development program
Before We Start...
What Do You Think?

Did you know....

Before Doing What Matters, career pathways were identified by the US Department of Labor as a workforce development strategy, reflected in the WIA and TAACCCT grants?
What is Economic Development?

A process...

...designed to build the economic capacity of a local area

...in order to improve its economic future.

Often refers to the adoption of new technologies

And a general improvement in living standards
Economic Development vs. Workforce Development

- Workforce development focuses on preparing people for careers and jobs and improving the skills of the workforce.
- Economic development focuses on attracting business and creating jobs.
- Without good workforce development it is difficult to have successful economic development.
The Workforce Education & Training System in California

- Community Colleges
- WIBs and One-Stop Career Centers
- Regional Occupational Centers and Programs (ROCPs)
- Adult Education and Training Institutions
- Private (proprietary) Schools
- Apprenticeship Programs (some operated by unions) and pre-apprenticeship training
Workforce Education & Training Programs for Special Populations

- CalWorks (welfare employment program)
- Reintegration of offenders programs
- State Dept. of Rehabilitation programs for individuals with disabilities
- Non-profit community-based organizations and some for-profit organizations that serve targeted constituencies
- Employment Training Panel (ETP) training programs
The Alphabet Soup of Economic Development

- **EWD** - Economic and Workforce Development
- **WED** - Workforce and Economic Development
- **WEDD** - Workforce and Economic Development Division of the Chancellor’s Office
- **CCCEWD** - California Community Colleges Economic and Workforce Development
- **Doing What Matters** – CCCCCO EWD Programs and other resources
Advanced Alphabet Soup!

- **Sector** - An industry cluster and/or occupational cluster
- **Sector Navigators (SN)s** - Statewide facilitators who lead/guide the sectors and build collaborations
- **Deputy Sector Navigators (DSN)s** - Regional sector facilitators
- **Knowledge Communities and Advisory Bodies** - Communities of practice (like contract ed directors) convened by SNs or DSNs to connect with industry
EWD Building Blocks

Some of the resources available as you build your EWD program:

Community College Chancellor’s Office Staff and Statewide EWD resources

Sector Navigators and Deputy Sector Navigators

Local and regional consortia, collaborations, and partnerships

Other publicly-funded programs

Technical Assistance Providers (TAPs) – COE, LaunchBoard, Career Café, Contract Ed Support and more

Private and public grant sources
Why Legos?

 Interchangeable *building* blocks
 Most EWD programs are under constant construction!!

*Legos can be taken apart and reassembled in new, different ways*

 The Workforce and Economic Development Division (WEDD) of the Chancellor’s Office created a transformation through Doing What Matters where former EWD building blocks were reorganized to meet new priorities!
The Broader Foundation of Your Economic Development Program
Community Colleges and The State’s Agenda

2015 Economic Summit set three economic development goals for California

- One million more SKILLED workers
- One million more houses
- One million more acre feet of water
One Million More Skilled Workers

- Align public and private partners on goals, strategies, and metrics to help young Californians be prepared for meaningful careers

- Encourage coordination and effectiveness—and create accountability for results—to meet the needs of students and employers

- Develop and advocate for incentives that drive improvements in programs and improve job placement
California’s Unified Strategic Workforce Development Plan

- Fostering “demand-driven skills attainment” by aligning program content industry sector needs
- Enabling upward mobility for all Californians, including populations with barriers to employment
- Aligning, coordinating, and integrating programs and services to economize limited resources while also providing the right services to clients, based on each client’s needs so as to facilitate skills-attainment
Legislative Mission of EWD (SB 1402 Reauthorization)

- Respond to employers/workers/student needs
- Collaborate with other public institutions, align resources to foster cooperation and build well-articulated career pathways
- Make program decisions based on data
- Invest resources on the basis of what works
- Develop strong private sector partnerships
- Be outcome oriented and accountable
- Be accessible to employers/workers/students
Community Colleges’ Economic Development Mission

- **From the Community Colleges’ Mission**
  Economic and workforce development to meet the ever-increasing demands of career-oriented young people, adult learners and incumbent workers.

- **Chancellor’s Office Strategic Goal C**
  Partnerships for Economic and Workforce Development
  Strengthen the Colleges’ capacity to respond to current and emerging labor market needs and to prepare students to compete in a global economy.
Economic Development in The Community Colleges

CALIFORNIA COMMUNITY COLLEGES
Doing What MATTERS™
FOR JOBS AND THE ECONOMY

Our nation, state and regions have issued the call to action for Community Colleges to close the skills gap between what employers need and workers have. California Community Colleges are answering the call through our Doing What MATTERS for Jobs and the Economy framework. More »

Chancellor Brice Harris on Jobs and the Economy
Vice Chancellor Van Ton-Quinlivan on Doing What Matters
Doing What MATTERS for Jobs & the Economy
Framework for California’s community colleges

GIVE PRIORITY
1A. Consider labor market needs when making local decisions: budget, courses, programs.
1B. Decide on program capacity as a region.

MAKE ROOM
2. Retool programs that are not working or not meeting a labor market need so that students can study what matters.

INNOVATE
4. Solve a complex workforce training need so that our system can better deliver for employers and sectors.

STUDENT SUCCESS
3A. Braid funding and advance common metrics in CCCCORFAs.
3B. Strengthen regions with four skillsets: data mining, convening, technology, and curriculum approval.
Doing What Matters Goals

- Be catalysts for job creation
- Support economic recovery and health
- Supply in-demand skills for employers
- Create relevant career pathways AND stackable credentials
- Promote student success
- Get Californians into open jobs
Building the Sectors
Each Region has Five Priority and Emergent Sectors

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<th>Region</th>
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<th>Advanced Manufacturing</th>
<th>Agriculture, Water, &amp; Environmental Tech</th>
<th>Life Sciences/ Biotech</th>
<th>ICT/ Digital Media</th>
<th>Retail/ Hospitality/ Tourism 'Learn and Earn'</th>
<th>Advanced Transportation &amp; Renewables</th>
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How Sectors Were Prioritized

- Each region met to decide on its Priority and Emergent Sectors
- 10 criteria (in your handout) to be used but not all criteria had to be used
- Deputy Sector Navigators for the region were assigned based on these sector choices
Possible Sector Activities

- Labor market studies
- Identify industry standards & align programs
- Define and market regional educational pathways into the industry
- Facilitate rapid approval of curriculum models across multiple campuses
- Market programs to students and employers
- Coordinate work-based learning including internships
- Professional development for faculty
- Organize industry support for public policy advocacy
Exercise:

Putting the Blocks Together In New and Different Ways!

- Please break into 10 pairs or teams
- Your team will brainstorm a possible regional activity for a sector
- You’ll be given background information and a best practice from a specific sector to help you get started
- You’ll have 2 minutes to report back later!
Keep these in mind as your group meets:

Possible Sector Activities

- Labor market studies
- Identify industry standards & align programs
- Define and market regional educational pathways into the industry
- Facilitate rapid approval of curriculum models across multiple campuses
- Market programs to students and employers
- Coordinate work-based learning including internships
- Professional development for faculty
- Organize industry support for public policy advocacy
How Did Your Team Do?
Small Business Sector

Small Businesses in CA
- A small business is one that is independently owned and operated, is organized for profit, and is not dominant in its field

How small is small?
- Firms with fewer than 5 employees dominate the California small business landscape

Self-Employed
- Self-employed workers constitute close to 1.5 million individuals in the California workforce
Successful Global Trade depends in large part on supply-chain management and logistics.

Logistics is the process of planning, implementing, and controlling the flow and storage of materials, inventory, goods, services, and related information from the point of origin to the point of consumption.
Advanced Manufacturing

Advanced Manufacturing = Technology, Customization, Scalability

Growth led by firms in manufacturing, biotechnology, and aerospace

Total revenue generated by manufacturing sector in 2010 was $424 billion

Manufacturing sector has 1.4 million jobs, which is 7% of the state’s employment
Advanced Transportation And Renewables Sector

The intersection of vehicles, technologies and fuels

Transform California’s fuel and vehicle types to help attain the state’s climate change policies

Focus on Advanced Technology Vehicles
Alternate Fuel Vehicles
Alternate Transportation Systems
Life Sciences and Biotech

Biotechnology
Application of Biological Scientific Knowledge

The biotechnology sector in California accounts for over 228,700 jobs and 7,468 firms.

Training and workforce assistance including focused, short courses & skills upgrades.

The research, testing, and Medical Laboratories cluster is the largest and has grown fastest.

Los Angeles/Orange, greater San Francisco Bay Area, and San Diego/Imperial are the biotechnology “hot spots” in the State.
Agriculture, Water, & Environment Technologies

Focus on Agriculture Support, Agriculture Production, Agriculture Wholesale Trade, and Agriculture Water and Environmental Services

Agriculture accounts for over 1.5 million jobs in California

©CCCAOE Leadership Academy
Retail, Hospitality, Tourism
And Learn to Earn

There are more than 1.9 million retail jobs in California, and more than 185,000 firms.

The retail sector is expected to create over 137,000 new jobs by 2017.

Revenue generated by retail firms in 2012 totaled close to $500 billion.

Offers opportunities for employees to “learn and earn” by combining training and employment.
The Affordable Care Act (ACA) contains provisions which will create more demand for healthcare services and change the way services are delivered.

Technological advances are affecting the delivery of health care and prompting changes in the skills required for traditional allied health occupations.

One-third of California’s nursing workforce is older than 50 and over half are expected to retire in the next decade.
Engaged in developing, implementing, and managing technologies related to the generation, distribution, storage, and efficient use of energy. There are about 50,000 CA companies in this field.

- Power Utilities
- Energy Efficiency
- Renewable Energy
### Information & Communications Technologies/Digital Media

Rapidly emerging, evolving and converging computer, software, networking, telecommunications, Internet, programming and information systems technologies

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More Building Blocks and Partners for Your EWD Program
Building a Foundation for Economic Development

- Build a data-driven program!
- What types of data do you use in your program?
Centers of Excellence

- Each region has a Center of Excellence to support its data needs
- Industry Reports using real-time regional and local labor market research and data
- Customized reports
- Regional data by sector
- Path2Careers = data SnapShots
Key CCCC CO Data

- **LaunchBoard**
  - Employment and wage gain
  - Employment demand signals and trends
  - Capacity to serve students

- **Salary Surfer**
  - Earnings of recent graduates by program
  - Estimate of wages to be earned
  - Information on which colleges offer programs in specific disciplines

- **Student Success Scorecard**
  - Retention of students and graduation and completion rates

*These important data sources are discussed further in other modules*
Technical Assistance Providers
TAPs

- CACareerCafe
- Centers of Excellence
- Communications
- Contract Education
- Curriculum Approval Practices
- Internship Back-End Payroll Services
- Launchboard
- Legislative Affairs
- Meeting Coordination
- Strong Workforce Team
EWD Grants and Funding From CCCCO

- Industry Driven Regional Collaboratives (IDRC)
  - Flexible, targeted, short-term competitive projects
  - Will continue to be available under Doing What Matters but focused on priority sectors
  - Up to 2-year projects

- Mini Grants
  - Available through the DSNs or Regional Consortia
CA Labor and Workforce Development Agency (LWDA)

- Headed by the Labor Secretary
- Responsible for workforce programs and identifying focus areas needed in state
- Oversees
  - California Workforce Investment Board (CWIB)
  - Employment Development Department (EDD)
  - Employment Training Panel (ETP)
  - Economic Strategy Panel
Local WIB Resources

- 49 WIBs in California
- Operated by county and city governments, non-profits, and joint powers authorities,
- Must have private sector majority and chair
- $500 million annually comes to California from WIA for WIBs
- **30% of the funding is spent on skills training**
- Overseen by the California WIB (CWIB) which is appointed by the Governor as an advisory board
One-Stop Career Centers

- Each WIB must operate at least one One-Stop Career Center
- Offer comprehensive services to the unemployed and job seekers including assistance with training and/or education
- Assist employers in finding and hiring skilled workers
- Many community colleges partner with One-Stops and some operate them for the local WIB
Successful WIB Partnership Example

- South Bay WIB partners with El Camino College Workplace Learning Resource Center
- A 40-hour job readiness curriculum designed for people uncertain about their employment options
- Curriculum provided as part of the Gateway to Green Building Project, a pre-apprenticeship training program for weatherization, energy efficiency and related green construction and retrofit careers
- Program partners include Build it Green, the Association of Energy Engineers, International Brotherhood of Electrical Workers and Century Center for Economic Opportunity
Federal Grants and Resources

- Federal grant sources include ED and DOL
- 25 competitive federal job training grants will now incorporate the job-driven checklist
- TAACCCT – funded community college coalitions with industry driven projects
Ready to Work

The Job-Driven Checklist

1. ENGAGING EMPLOYERS in determining hiring needs and designing responsive training
2. EARN AND LEARN through on-the-job training, internships, pre-apprenticeships and Apprenticeships
3. SMART CHOICES – Use data to drive accountability, inform curricula, support job seekers
4. MEASUREMENT MATTERS when evaluating employment and earnings outcomes.
5. STEPPING STONES - Promote a seamless progression through education and across work-based training and education
6. OPENING DOORS – to job-driven training and hiring, job supports and relevant guidance for job seekers
7. REGIONAL PARTNERSHIPS - form collaborations among American Job Centers, education institutions, labor, and non-profits.
Wearing Many Hats!

What are some key roles played by the EWD Professional?

 Internal Relationships
  • Educate administration and faculty on the appropriateness AND importance of economic and workforce development to the college mission

 External Relationships
  • Sell the competence of the community college as an economic development partner
  • Build relationships with partners and other stakeholders
  • Be out in the community 50% of the time!
Your Resource Handout

- Links to Community College and State Economic Development organizations and web sites
- Information from the 2015 Economic Summit in California
- Economic Development Reports, Resources, and Toolkits
- *Doing What Matters FAQs*
- Priority and Emergent Sectors by Region
- Definitions – More Alphabet Soup!
Now That We’re Finished, Can You...

- List at least five local or statewide organizations/agencies that play a role in economic development?
- Identify some of the sectors that have been designated as a focus for your region?
- Name one organization or agency that you do not currently work with that could support or be a partner in your economic and workforce development program?
Navigating CTE & EWD
Career Pathways
Economic and Workforce Development Essentials
Strategic Planning
Program Development and Approval
Building Business and Industry Partnerships
Strategic Portfolio Management
Funding CTE and EWD
Managing Perkins
Enrollment Management
Laws, Regulations, and Policies
Leadership