

CCLC Annual Convention Panel: Recognition and Recruitment through Student Outcomes: Strong Workforce Stars Award

Presented: Friday, November 17, 2017, 4:15—5:15 p.m., San Jose Fairmont

Panelists:

Dr. Deborah Budd, Chancellor, San José-Evergreen Community College District

Dr. Kathleen Hart, Superintendent/President, San Joaquin Delta College

Dr. Ronald Draft, Superintendent/President, Napa Valley College

Dr. Raul Rodriguez, Chancellor, Rancho Santiago Community College District

Moderator: Van Ton-Quinlivan, Vice Chancellor of Workforce & Digital Futures, California Community Colleges

Ms. Ton-Quinlivan opened the session by introducing the panelists, leaders who led districts that had programs which earned Strong Workforce Stars. She stated the 114 California Community College schools are focused on doing what matters for jobs and the economy by building a strong workforce needed by California to fuel regional economies and enable personal social mobility. The Strong Workforce Stars program celebrates those programs whose graduates are realizing social mobility. The criteria for earning Strong Workforce Stars in 2017 include 90% or more increase in student earnings; 70% or more of student attain a regional living wage; and 90% or more of students report that their current job is close or very close to their field of study. She provided the six commonalities of programs that met Strong Workforce Stars criteria: data-driven planning, outstanding faculty, career driven, industry driven, student centered and intersegmental partnerships.

Ms. Ton-Quinlivan discussed how the student success scorecard was the Launchboard which led to Guided Pathways, which utilize the same metrics converging on same final outcomes for the students. However, when you add workforce outcomes, it changes the results. Great things evolve when we move from being scared of our data to embracing our data. We went to the state legislature to let them know of our programs that were stars. There are stars and also rising stars. She discussed the need to get information on the rising stars out to the community. It's about focus on the labor market need and equity of access to careers. She reported that African Americans career path is focused on social work, whereas, the focus for Latinos is early childhood education. We also know that medical informatics or specialized medical stenographers five years later are earning between \$60-70K. Electric power line careers earn around \$160K.

Dr. Budd reported on the successes of San Jose City College's (SJCC) Construction Crafts Program (100% of the students earned jobs in field of study) and Evergreen Valley College's Advanced Manufacturing Program (80% boost in student earnings), Automotive Technology Program (79% boost in student earnings) and Accounting Program (69% boost in student earning). She discussed the impact of dual enrollment partners, such as Nextflex, which we are now expanding in the semi-conductor industry. In the automotive program, students are getting hired right away by companies like Honda and Tesla. She stated that Evergreen Valley College has an incredible accounting program, and the local Silicon Valley Leadership Group provides assistance to that pathway. Dr. Budd discussed the importance of internships. Industry often thinks students need a Bachelor's degree, but we're working with firms such as KPMG accounting to provide internships for our students. At SJCC the construction crafts program is working with the Ironworkers Trade Union.

Dr. Lena Tran, SJCC Interim VP of Strategic Partnerships and Workforce Innovation, reported the Advanced Manufacturing Program at EVC grew from 8 to 2,000 students. She discussed the summer program, internship program, and surveying students to determine what's meaningful to

them. We use this information to determine how to integrate what they want into our programs. We've had three partnerships that came in, and when they toured our facility, they were amazed at our advanced equipment. Students in our advanced manufacturing program work on what products to make and what problem to solve. We had engineers from Nextflex come to our facility to show us how to create product so it works. Students have a room where they can create prototypes. Students have something they can work on and see the results.

Dr. Maniphone Dickerson, EVC Dean Business and Workforce Development, reviewed the construction manufacturing and accounting programs. The construction manufacturing program has a contract with the Ironworkers Union, and students are always building something. Our students are hired before they actually finish their AA degrees. Students in the accounting program have the highest earnings potential. Two full-time faculty work in this program. KPMG normally seeks 4-year college students for internships, but now they are looking at our 2-yr. students.

Dr. Hart reviewed the star programs at San Joaquin Delta College: Electron Microscopy Program (154% boost in student earnings,) RN, Psychiatric Technician, Radiologic Technology & Speech Language Pathology Programs (two stars: 225% boost in student earnings, 75% students attain regional living wage,) and the Basic Peace Officer Academy (108% boost in student earnings.) These programs are the oldest programs at Delta College. They have always been choice programs, and students can actually get jobs when they get to the end of the programs. Students tend to gravitate towards these programs. The Electron Microscopy Program is a certificate program that has very little general education. This program is not for students who are interested in science but whose focus is applied science. Our science faculty almost never go to this building. What we do is applied science, and this program is the only one of its kind in the nation. Students get jobs all over the country. We don't have any companies who need this skill in our region so our students know they will need to move somewhere else to get jobs. They'll be hired at a relatively high wage of \$70-80K/yr. For them, the challenge is the continuing education part. Many of them will want to do something more at some point in their careers. The health care industry is huge. The nursing program is very difficult to get into, and we only take a certain number of students. There are so many health care opportunities available in just the nursing program. The Speech Language Pathology program is one that a lot of students just don't know about. The Basic Peace Officer Academy is crucial since police officers are in such high demand that we have been expanding our academics the last couple of years. No matter what we do in this area, it is highly desirable. Students know they will be able to get a job at the end of the program. They build community and have a graduation ceremony at the end of the program. We have 25-30 students come and administer the oath and swear in the candidates. Practically everyone in the class is hired by someone, and most are hired by the county.

Dr. Kraft reviewed the star programs at Napa Valley College: Viticulture and Winery Technology Program (100% students earned job in field of study,) Machine Tools Technology, Welding Technology and Digital Designs & Graphic Tech (338% boost in student earnings,) and Allied Health Programs (two stars: 74% students attain regional living wage; 100% students earned job in field of study.) He stated that for these programs to succeed, they need to stay focused and can't let anyone escape. It has to be first choice for people every time. It is our aggregate focus on things. We focus solely on an individual student preference for every single program. For the Viticulture and Winery Technology Program, it's important to note that we have 500 wineries in the area; and we are one of those wineries. We have some of the best faculty working in this area and have even helped create the UC Davis model. We only hire faculty from the valley who are winemakers themselves. We have the number one branding expert in the US who is our adjunct faculty. Seventy percent of the wineries in the area have at least two of our students employed. We take our "dog and pony shows" to the wineries almost 80 times a year. For the machine tools technology and welding technologies, we provide the certificates on site. The minute students receive their certificates, they are escorted to their new place of employment. We hire industry

experts. As a small school, we have to do things right. We need to brand up in a way that creates value. For the Allied Health program, we have Memorial State Hospital across the street. Our curriculum is focused on constant renewal. What do we need? How can we change our curriculum? The industry changes so much, and we need to be flexible.

Dr. Rodriguez reviewed the star programs at Santa Ana College: Automotive Technology (100% students earned job in field of study,) Manufacturing Technology (100% students earned job in field of study) and Santiago Canyon College: Electrician and Carpentry Apprenticeship Programs (two stars: 76% students attain regional living wage and 100% students earned job in field of study.) He stated the Automotive Technology program is changing focus from car companies to technology companies. Apple and other tech companies are getting into the car industry. We have to change our programs. One of the things we have to do is invest in technology and continue to change the equipment we have. We have a strong partnership with GM, and Kia has given us hybrid cars to work on. We have also invested in simulation technology. These are expensive programs to run. Faculty are committed to updating the curriculum and courses because students have to have the latest information. We have some of the top-selling dealerships in the country. We have to maintain and cultivate these relationships over time. We also have the highest level of accreditation and focus on SLO's and student success. Faculty are committed to the program. They teach when courses need to be taught, not just what works for their own schedules. For Manufacturing Technology we have invested a lot of money in updating equipment. This allows our faculty to update our lab courses. New equipment doesn't require constant maintenance. We post job opportunities in the program areas. We want them to go out and get the jobs. The Electrician and Carpentry Apprenticeship Programs have students working on the wood frames you see on freeways. They are building these frames in our building. The apprenticeship program is different from our other programs; it's driven by industry demand. But it's a win/win/win program! Students receive money during the training and are able to support their families. They get designation as a journey worker so they could get credit. Dr. Rodriguez stated the need to have the right faculty in these programs in order for them to be star programs.

Q&A

Question No. 1: How do you get people to finish the program when they get jobs before they finish the program?

Dr. Dickerson answered that EVC has morning and evening programs to accommodate various work schedules. We also have counselors call students to encourage them to finish the program or at least get the certificate.

Dr. Rodriguez discussed the importance of "skills builder" because people quit the program the minute they get a job.

Question No. 2: What do you do to increase employer engagement?

Dr. Kraft answered that his executive assistant organizes his outreach, and he meets with industry around 4-5 times a week. He never eats alone and is available for either breakfast, lunch or dinner. It's a year-long conversation.

Dr. Budd answered that Strong Workforce is helping us to address that issue with Regional Programs. We have a lot of community colleges in a close area.

Ms. Ton-Quinlivan ended the session by encouraging everyone to go out and celebrate our rising stars.