

We invest in California's economic growth and global competitiveness through industry-specific partnerships, education, training and services that contribute to a highly skilled and productive workforce.

[doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu)



CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**

FOR JOBS AND THE ECONOMY

## Doing What MATTERS for Jobs and the Economy: An Overview

By the year 2025, an estimated 30 percent of all job openings in California – a total of 1.9 million jobs – will require “middle skills”, defined as postsecondary education short of a four-year degree. California's education pipeline is not keeping pace with the higher levels of skills and education required by employers, and it must significantly increase the number of individuals with industry-valued, middle-skill degrees, certificates and credentials.

The California Community Colleges system, with its strong career technical education mission, is focused on closing the skills gap and supporting the growth of California's regional economies. One way it does this is through the **Doing What MATTERS for the Jobs and Economy** framework, consisting of four themes:

- **GIVE PRIORITY** for What MATTERS for Jobs and the Economy
- **MAKE ROOM** for What MATTERS for Jobs and the Economy
- **PROMOTE** What MATTERS for Student Success
- **INNOVATE** What MATTERS for Jobs and the Economy

## Priority Sectors and Regional Infrastructure

To make the greatest impact on California's educational pipeline and economic growth, Doing What MATTERS for Jobs and the Economy executes its mission through priority sectors and regional consortia.

### Priority Industry Sectors

The Doing What MATTERS for Jobs and the Economy framework focuses on 10 industry sectors that are essential to the state's economic growth:

- Advanced Manufacturing, [makingitincalifornia.com](http://makingitincalifornia.com)
- Advanced Transportation & Renewable Energy, [atreeducation.org](http://atreeducation.org)
- Agriculture, Water & Environmental Technologies, [calagcc.org](http://calagcc.org)
- Energy, Construction & Utilities, [ecusectordwm.com](http://ecusectordwm.com)
- Global Trade & Logistics, [californiastep.org](http://californiastep.org)
- Health, [ca-hwi.org](http://ca-hwi.org)
- Information Communication Technologies (ICT) / Digital Media, [ict-dm.net](http://ict-dm.net)
- Life Sciences / Biotech, [calbiotechcareers.org](http://calbiotechcareers.org)
- Retail, Hospitality, Tourism “Learn and Earn”, [californiaRHT.com](http://californiaRHT.com)
- Small Business, [smallbusinesssector.net](http://smallbusinesssector.net)

Industry-specific initiatives are coordinated by **Sector Navigators** (statewide industry experts) and **Deputy Sector Navigators** (regional industry experts) who align community college and other workforce development resources with the needs of industry sectors and occupational clusters through a regional focus.

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## Regional Consortia

As California is a collection of unique regions with distinct economies and needs, Doing What MATTERS for Jobs and the Economy efforts are most often planned and executed on a regional basis. The seven regional consortia are:

**Region A:** Northern Inland, Northern Coastal, Greater Sacramento; [nfnrc.org](http://nfnrc.org)

**Region B:** SF/San Mateo, East Bay, Silicon Valley, North Bay, Santa Cruz/Monterey; [baccc.net](http://baccc.net)

**Region C:** Central Valley, Mother Lode; [crconsortium.com](http://crconsortium.com)

**Region D:** South Central Coast; [sccrcolleges.org](http://sccrcolleges.org)

**Region E:** San Diego/Imperial; [myworkforceconnection.org](http://myworkforceconnection.org)

**Region F:** Inland Empire, Desert; [desertcolleges.org](http://desertcolleges.org)

**Region G:** Los Angeles, Orange County; [laocrc.org](http://laocrc.org)

Each region is supervised by a regional consortia chair and/or co-chair and supported by representatives from the Centers of Excellence for Labor Market Research and K-14 Pathways.

## Creating a Strong Workforce

At the request of the California Community Colleges Board of Governors, the Task Force on Workforce, Job Creation and a Strong Economy (Strong Workforce) developed strategies, policies and practices to meet California's anticipated shortage of one million industry-valued, middle skill credentials. The resulting 25 recommendations cover seven broad areas:

1. **Removing barriers to education completion** with improved career exploration and planning, work-based learning and other support.
2. Putting industry at the forefront of **career pathway development** with clear, defined sequences for learning industry-valued skills.
3. **Continuous program improvement** based on robust metrics and outcome data.
4. **Streamlining the curriculum-approval process** to ensure that the right skills are being delivered at the right time.
5. Increasing the pool of **qualified CTE faculty**.
6. **Regional coordination** to pool resources and efforts for CTE for responding to local industry needs.
7. Establishing a **dedicated and sustainable funding source** for CTE programs.

This groundbreaking work is anticipated to make significant strides in closing California's middle-skills gap. Visit [doingwhatmatters.cccco.edu/strongworkforce](http://doingwhatmatters.cccco.edu/strongworkforce) to learn more.

Connect with us today to learn more about Doing What MATTERS for Jobs and the Economy.

**Website:** [doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu)

**Twitter:** @WorkforceVan

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The California Community Colleges is the largest system of higher education in the nation composed of 72 districts and 114 colleges serving 2.1 million students per year. Community colleges supply workforce training, basic skills education and prepare students for transfer to four-year institutions. The Chancellor's Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges.

For more information about the community colleges, please visit:  
<http://californiacommunitycolleges.cccco.edu/>