

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.



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

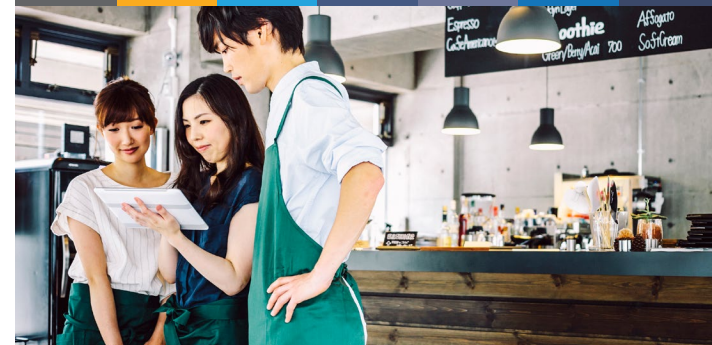
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retail • hospitality • tourism

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/>



**Doing What MATTERS for
Jobs and the Economy:
Retail, Hospitality and Tourism**

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Retail/Hospitality/Tourism “Learn and Earn”

California Community Colleges and its Doing What Matters for Jobs and the Economy framework invest funding and resources in industry sectors that are key to California’s economic growth. Through sector strategies and services, the Retail/Hospitality/Tourism “Learn and Earn” priority sector representatives work with business and industry, California Community Colleges, trade organizations, and economic development agencies to develop programs and create a pipeline of skilled workers ready to grow a career in these exciting fields.

Upgrade through onsite workforce skills instruction
Enhance with job retention, career readiness and career advancement
Improve by increasing productivity through basic workforce skills training

Invest in your employees. Invest in your business.

The Retail, Hospitality, and Tourism Initiative is committed to serving the training and education needs of the retail, hospitality, and tourism industries. We are focused on closing the skills gap and developing programs that provide the most relevant, in-demand skills necessary for success in these dynamic industries.

We accomplish this by working closely with our industry advisors and community college partners to create both credit and non-credit courses, certificates, and credentials that address the specific needs of your company and allow you to offer your customers the best possible experience.

Our programs teach:

- Interpersonal and soft skills
- Advanced workplace skills
- Technical knowledge
- Industry specific skills



In addition, we can assist you in developing internship programs, connecting you with qualified job applicants, and advocating for the retail, hospitality, and tourism industry needs at the middle school, high school, community college, and legislative levels.

Whether your team requires a refresher course in customer service, your senior level staff is ready to pursue a certificate or associate’s degree, a group of new managers needs human relations and leadership training, or staff could benefit from an English as a Second Language program, we can help.

What is Doing What MATTERS for Jobs and the Economy?

California Community College’s Doing What MATTERS for Jobs and the Economy is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are:

- **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

The strategy of Doing What MATTERS for Jobs and the Economy is to invest funding and resources in industry sectors that are key to California’s economic growth. Industry-specific programs are coordinated by Sector Navigators and Deputy Sector Navigators who align community college and other workforce development resources with the needs of industry sectors and occupational clusters through a regional focus. The goal is to invest in the skills of California’s workforce through highly specialized industry training, technical consulting and business development. The end result is to meet industry’s need for skilled workers.



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