

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.



The mission of the Small Business Sector is to work together with industry and education to improve and expand our business and entrepreneurial curriculum so we better deliver a job-ready workforce and entrepreneurial leaders needed to ensure California's economic growth and global competitiveness.

Check out our Interactive Map at www.SmallBusinessSector.net to find a Deputy Sector Navigator in your region.



CALIFORNIA COMMUNITY COLLEGES
Doing What MATTERS™
FOR SMALL BUSINESS

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: For Small Business



CALIFORNIA COMMUNITY COLLEGES
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Our Focus:
Small Business Sector

California Community Colleges and its Doing What Matters for Jobs and the Economy framework invests funding and resources in industry sectors that are key to California's economic growth. Entrepreneurs and small business owners are critical to California's economic development as contributors to innovation and new job growth.

According to The Kauffman Entrepreneur Index Study by the Kauffman Foundation, California is **5th** in the nation for entrepreneurial growth and **2nd** for overall entrepreneurial activity. California's small businesses comprise **98%** of all businesses in the state, provide **82%** of the private sector jobs, and **75%** of the gross state product. According to data from the Employment Development Department (EDD) Labor Market Information Division (LMID), there are over **1.3** million small businesses (with 100 or fewer employees) that employ over **7.6** million people in California.

Our Services:
Education & Training

The Small Business Sector Program connects education and industry partners to create innovative, in-demand education and training which contribute to the development of highly skilled, productive workers and entrepreneurial leaders needed to ensure California's economic growth and global competitiveness. Our services target business and industry, students and educators.

Business & Industry

Small businesses and entrepreneurs can connect with us for incumbent worker training, capacity-building workshops and resources to expand their businesses. Our Business Curriculum Champions, with assistance from business and industry, advise regional education teams and faculty about designing curriculum to meet the needs of small business.

Educators

The Small Business Sector Program works to bring the voice of small business owners and entrepreneurs to advise community college faculty on market demands that can impact credit, non-credit, and not-for-credit curricular offerings.

Students

The Small Business Sector Program strengthens the entrepreneurial spirit in California by encouraging young people to engage in entrepreneurship as a legitimate lifetime career path. Students and learners benefit from the Small Business Sector Program efforts to have Small Business and Entrepreneurship infused into curriculum so that they can learn the skills they need to succeed in their field of study as employees or potential future business owners.

Our Team:
Sector Navigators and Deputy Sector Navigators

The Small Business Sector Program is led by a Statewide Sector Navigator and ten Deputy Sector Navigators (DSN) located throughout the various regions of California.

