

# Strong Workforce Program Funding Implementation

Presented to California Community  
College  
Chief Instructional Officers



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

Download this PowerPoint at: <http://bit.ly/2dr9SOV>



## Focus for the Funds

- Increase quantity of CTE → More enrollments in programs leading to high-demand, high wage jobs
- Improve quality of CTE →
  - More students complete/transfer
  - More students employed
  - More students improving their earnings



## Plan Elements

- SHALL increase the **number** of students in **quality** CTE courses, programs, and pathways that will achieve successful workforce outcomes.
- MAY invest in **new or emerging** CTE courses, programs, and pathways that may become operative in subsequent years and are likely to lead to successful workforce outcomes.
- MAY Address Strong Workforce Task Force recommendations.
- SHALL Provide **evidence of demand** for workers within the funded CTE Program(s) AND
  - Identify geography and occupations targeted
  - Identify labor market demand and supply **gap**
  - Cite **source** of labor market information



## Strong Workforce Program Metrics

### **Size of CTE Programs (“more”)**

*required for all programs*

- Enrollments

### **Outcomes for CTE Programs (“better”)**

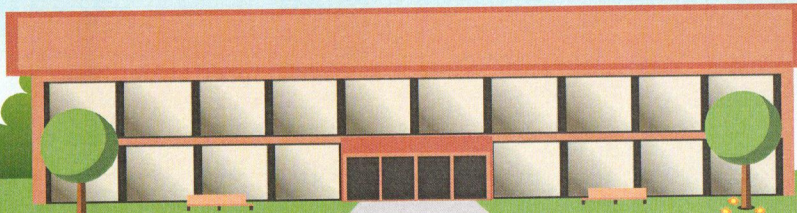
*pick only those metrics that are relevant for your investment*

- Completion
- Transfer
- Employment
- Employment in field of study
- Second quarter earnings
- Median change in earnings
- Proportion of students who attained a living wage

# Understanding Employment & Earnings Data



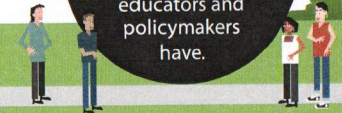
CALIFORNIA COMMUNITY COLLEGES  
**Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY



Colleges are increasingly being asked to review employment and earnings data on their former students to understand the impact of their programs, and with the development of statewide tools like the Salary Surfer and the LaunchBoard, more practitioners now have access to this information.

## HOWEVER

There is no definitive source of employment information that can answer the full range of questions that educators and policymakers have.



## WHERE CAN I VIEW EMPLOYMENT INFORMATION ON MY STUDENTS?

There are five tools that support access to employment and earnings information on California community college students.



### 1 LAUNCHBOARD

- Data only available to Cal-PASS Plus members (free)
- Employment, employment in field of study, pre/post earnings, living wages
- Includes exiting, completing, skills-builder students
- Shows results for regions and colleges
- Provides annual data
- Opportunity to download summary information

### 2 CTE OUTCOMES SURVEY

- Colleges receive unitary information
- Some data freely available on the website, other information only available to Cal-PASS Plus members (free)
- Employment, employment in field of study, pre/post earnings
- Includes completing, transfer, skills-builder students
- Shows results for the whole state and for colleges
- Provides annual data

### 3 SALARY SURFER

- Publicly available
- Pre/post earnings
- Only includes students who earned a certificate or degree
- Shows results for the whole state
- Includes 5 years of combined data
- Opportunity to download summary information

### 4 COLLEGE WAGE TRACKER

- Publicly available
- Post college earnings
- Only includes students who earned a certificate or degree
- Shows results for colleges
- Includes 8 years of combined data
- Opportunity to download summary information

### 5 STUDENT SUCCESS SCORECARD

- Publicly available
- Pre/post earnings
- Only includes skills-builder students (those who did not earn awards but did pass upper-level CTE classes)
- Shows results for the whole state and for colleges
- Provides annual data
- Opportunity to download summary information

## EMPLOYMENT & EARNINGS DATA COME FROM THREE SOURCES

**Investment is targeting ...**      **TOP Code(s)**    **Program Title**  
 - Enter selected TOP codes and Program Titles      999999    Sample Program Title  
 in the cells to the right.

**Geography - The program identified specifically targets the labor market need for trained workers in...**  
 - Select a region/subregion or a single county geography using the drop down lists embedded in the green or blue cell.

|                              |                    |
|------------------------------|--------------------|
| <b>Region/Subregion list</b> | <b>County list</b> |
| n/a                          | n/a                |

| <b>Demand - the program(s) prepare students to work in the following occupations...</b> |                           |                        | <b>Supply - On average, how many awards (certificates and degrees) area conferred by community colleges and other post-secondary institutions in the region/county identified?</b> |   |
|---|---------------------------|------------------------|--|---|
| <b>SOC Code</b>   | <b>Occupational Title</b> | <b>Annual Openings</b> | <b>Institution Type</b>  | <b># of Awards Conferred (Annual Average)</b> |
| 1 99-9999   | Sample Occupation         | 100                    | Community Colleges   | 25  |
| 2   |                           |                        | Other Post-secondary Institutions  | 5   |
| 3   |                           |                        |  |   |
| 4   |                           |                        |  |   |
| 5   |                           |                        |  |   |
| 6   |                           |                        |  |   |
| 7   |                           |                        |  |   |
| 8   |                           |                        |  |   |
| 9   |                           |                        |  |   |
| 10  |                           |                        |  |   |
| 11  |                           |                        |  |   |
| 12  |                           |                        |  |   |
| 13  |                           |                        |  |   |
| 14  |                           |                        |  |   |
| 15  |                           |                        |  |   |

| <b>Summary of Data Entered:</b> |     |
|---------------------------------|-----|
| Demand                          | 100 |
| Supply                          | 30  |

**Analysis:**  
**Demand is greater than or equal to supply (Undersupply):**  
**Eligible for Funding**

## Estimated Strong Workforce Expenditures (Jan-Dec 2017)

| Code      | Description   | Amount              | Jan-Jun             | Jul-Dec             |
|-----------|---|---------------------|---------------------|---------------------|
| 1000/3000 | Staff (CTE Dean, CTE Counselor, CTE Instructors, Marketing Director*)               | \$346,753.00        | \$148,370.00        | \$205,883.00        |
| 1000/3000 | Curriculum Development^^  | \$20,000.00         | \$10,000.00         | \$10,000.00         |
| 5000      | Professional Experts^   | \$155,000.00        | \$115,000.00        | \$40,000.00         |
| 4000      | Textbooks & Software  | \$35,000.00         | \$35,000.00         | \$0.00              |
| 5000      | Professional Development, Marketing, & Monterey Bay Economic Partnership Membership | \$70,000.00         | \$35,000.00         | \$35,000.00         |
| 6000      | Equipment^^   | \$74,500.00         | \$49,500.00         | \$25,000.00         |
|           | <b>TOTAL</b>  | <b>\$701,253.00</b> | <b>\$392,870.00</b> | <b>\$315,883.00</b> |

\*Would provide for only a portion of this employee's total salary and benefits

^ Professional experts would provide assistance with CTE data research, marketing, program development, and creating pathways

^^Departments that may receive funding include: Business, Fire Protection Training, Hospitality, Medical Assisting, and Mechatronics