
Using Data to Engage with Employer Advisory Boards

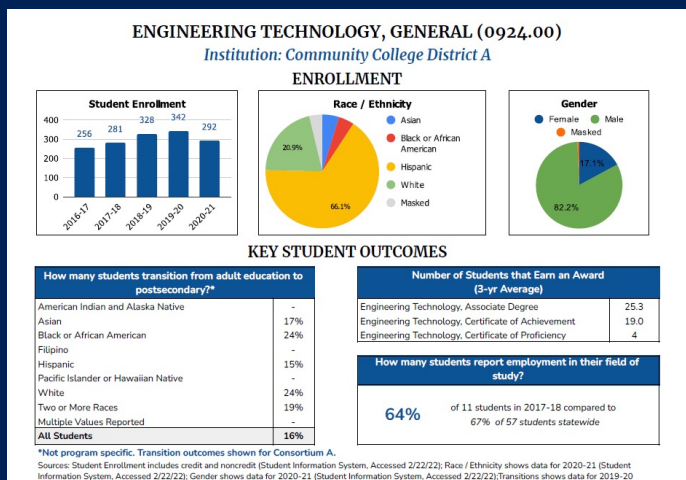
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Alexandria M. Wright Ph.D.
Senior Research Associate

Jessica Keach, MPP
Senior Research Associate



What is a Career Education Fact Sheet?



1. Labor Market Information
2. Employer & Economic Development Stakeholders Validation
3. Institutional Outcomes & Equity Gap Analysis

Career Education Fact Sheets offer a methodology for both curation and presentation of data that is meaningful with multiple uses.

Helpful Hint:

This tool is intended to be easily accessible for folks that have limited access to more advanced data visualization tools, such as Tableau or Power BI. Potential developers may include program specialists, coordinators, and research assistants.

Why will this help with your AB Meetings?

LABOR MARKET PROFILE - CALIFORNIA COUNTY

Unemployment Comparison by Demographic Group	% of Population (2022)	% of Unemployed (Nov. 2021)
American Indian or Alaska Native	1.3%	0.8%
Asian	13.1%	18.0%
Black or African American	5.5%	17.8%
Native Hawaiian or Other Pacific Islander	0.6%	0.0%
Two or More Races	4.9%	-
White	74.5%	63.4%
Hispanic or Latino	34.7%	46.7%
Not Hispanic or Latino	65.3%	53.4%



Living Wage in California County: \$18.43

OUTLOOK FOR JOBS RELATED TO ENGINEERING TECHNOLOGY, GENERAL (0924.00)

Occupation	2022 Jobs	2022 - 2027	Median Wage	Living Wage	Top Job Type
Electrical and Electronic Engineering Technologists and Technicians	2,859	1%	\$35.75	Above	Top 5 Jobs with Largest Number of Jobs
Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	1,686	2%	\$37.27	Above	
Architectural and Civil Drafters	1,612	2%	\$30.95	Above	Some College to AA
Civil Engineering Technologists and Technicians	1,031	3%	\$27.37	Above	
Mechanical Drafters	612	0%	\$35.57	Above	Top 5 Jobs with Highest Median Wages
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Aerospace Engineering and Operations Technologists and Technicians	296	10%	\$34.56	Above	
Electro-Mechanical and Mechatronics Technologists and Technicians	153	2%	\$32.92	Above	Some College to AA
Engineers, All Other	3,934	3%	\$54.56	Above	Top 5 Jobs that Require a Bachelor's Degree
Cost Estimators	3,055	0%	\$35.72	Above	
Social Science Research Assistants	1,408	1%	\$25.34	Above	
Surveyors	744	3%	\$44.97	Above	
Cartographers and Photogrammetrists	131	1%	\$34.06	Above	

Employers appreciate Data

- data about their sector
- data about labor supply and worker pipelines
- data that informs their short-run and long-run decision making:

Should they borrow money for expansion?

Should they update equipment or automate?

Will employees have the skills to use emerging technology?

Career Education Fact Sheet Methodology

- Combination of program-specific institutional and labor market data to build a two-page fact sheet that can be used to facilitate discussions and inform decision-making
- Career Education Fact Sheet template is easily accessible through a google sheet that you can copy to your google drive for data entry and customization
- Template provides 5 tabs to support the process:
 - Data Source Guide (source recommendations, including public sources)
 - Data Request Templates (Institutional Research and Centers of Excellence)
 - Data Entry Tab --> populates Career Education Fact Sheet

Data Points – Labor Supply and Equity

Information on your students, their demographics, and outcomes.

Student enrollment: Shows enrollment in your program over time, as well as a snapshot of enrollment by race / ethnicity and gender. This is helpful in understanding equity in access to your program. Consider this data in conjunction with wage and labor market data.

Transition to Postsecondary: Data specifically highlighting transition from adult education ESL, ABE, and ASE to postsecondary.

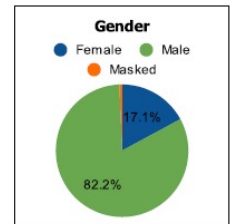
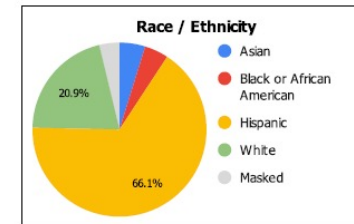
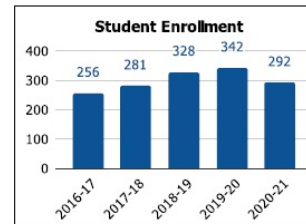
Completion: Provides understanding on how well your program is supporting students to completion.

Employment in Field of Study: Compares the rate of students reporting employment in their field of study to the state.

ENGINEERING TECHNOLOGY, GENERAL (0924.00)

Institution: Community College District A

ENROLLMENT



KEY STUDENT OUTCOMES

How many students transition from adult education to postsecondary?*	
American Indian and Alaska Native	-
Asian	17%
Black or African American	24%
Filipino	-
Hispanic	15%
Pacific Islander or Hawaiian Native	-
White	24%
Two or More Races	19%
Multiple Values Reported	-
All Students	16%

Number of Students that Earn an Award (3-yr Average)	
Engineering Technology, Associate Degree	25.3
Engineering Technology, Certificate of Achievement	19.0
Engineering Technology, Certificate of Proficiency	4

How many students report employment in their field of study?	
64%	of 11 students in 2017-18 compared to 67% of 57 students statewide

*Not program specific. Transition outcomes shown for Consortium A.

Data Sources – Labor Supply and Equity

Student Enrollment Bar Chart

Source: Institutional Data

This data can be accessed via dashboards or visualizations provided by your institution, or you can request data directly from your institution's Office of Institutional Research. See the "Data Request Template - IR" tab for a sample data request.

Alternative Sources: LaunchBoard, including the Strong Workforce Program Dashboard and the Community College Pipeline; <https://www.calpassplus.org>

Race / Ethnicity Pie Chart

Source: Institutional Data

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Gender Pie Chart

Source: Institutional Data

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Data Sources – Labor Supply and Equity

Transition from Adult Education to Postsecondary

Source: CAEP Fact Sheets, which use Adult Education Pipeline data. <https://caladulthood.org/2021FactSheets>

Note: This data is provided at the *consortium* level. To find out which consortium your institution is in, visit the Adult Education Pipeline's Metric Definition Dictionary and explore the Agency Crosswalk.

Alternative Sources: Adult Education Pipeline Dashboard, <https://www.calpassplus.org/Launchboard/Adult->

Number of Students that Earn an Award (3-yr Average)

Source: Institutional Data

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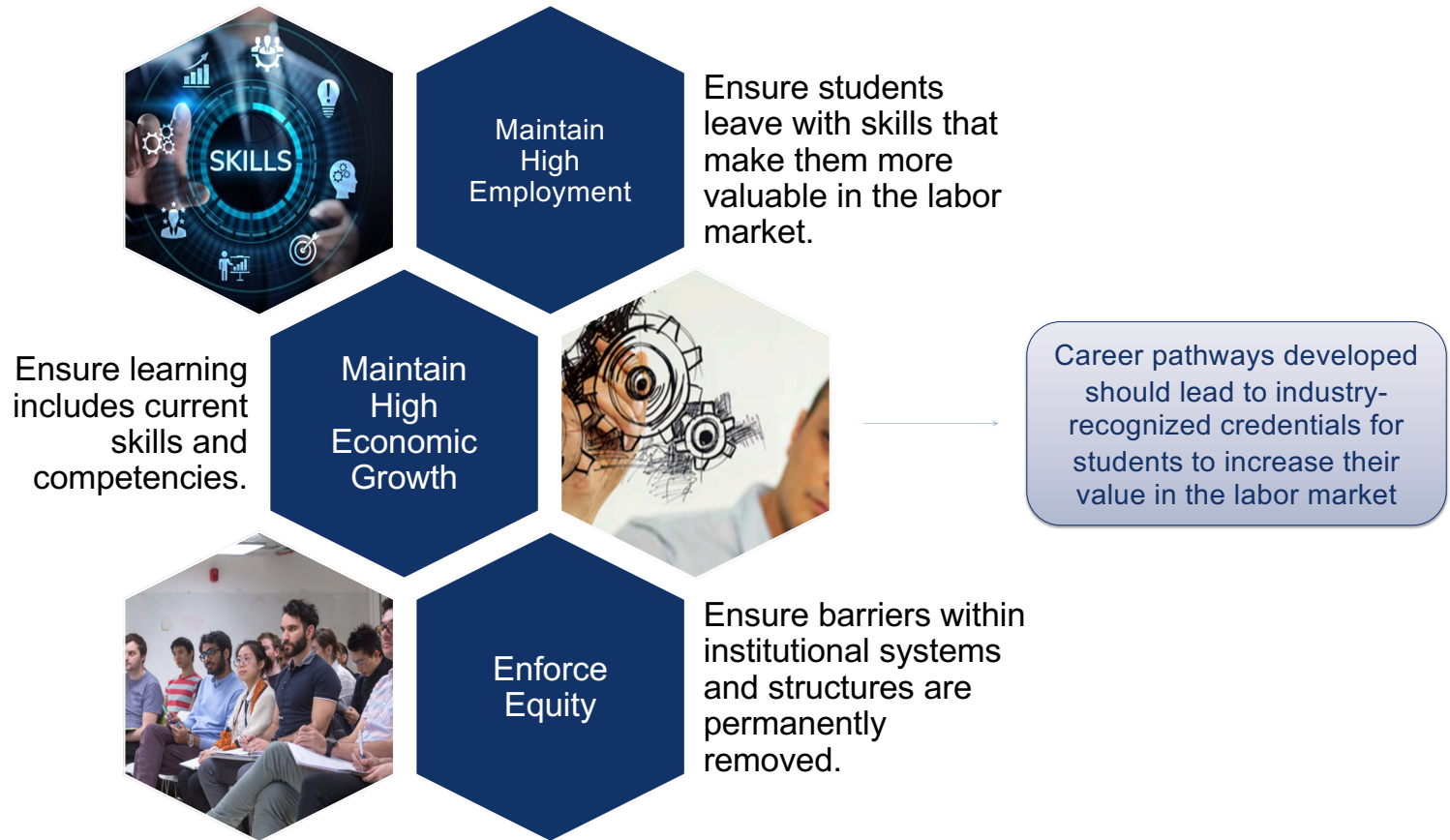
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How many students report employment in their field of study?

Source: LaunchBoard, including the Strong Workforce Program Dashboard; <https://www.calpassplus.org/LaunchBoard/Home.aspx>

Alternative Sources: Your institution's CTEOS survey data (accessed through Institutional Research), CTEOS Website at <https://cteos.santarosa.edu/visualizations>

The Role of the CTE Educator in the Economic System



What data do we need to build or enhance career pathways with equity?

Local Economic and Labor Market Information

Provides information on the high demand jobs in your region that lead to a living wage, the industry sectors that are hiring, and the career pathways that will result in economic mobility in the local economy.

Real-time Labor Market Information

Provides information on skills demand, competencies, and frequency of job postings per occupation.

Adult Education, community college and university latticed programs for pathways

Credentials:

- ✓ Should be of short duration
- ✓ Have labor market value by themselves, thus adding to student's earning power
- ✓ Should be part of a structured pathway that is not repetitive

Data Points – Economic indicators describe activity occurring in the marketplace regarding production and demand.

Largest Industry Sectors: describe what the demand is for products and services in your region

Largest Occupations (requiring some college): tells you where the incumbent workers are and what their skills level is

Highest Paying Occupations (requiring some college): describes the demand for *specialized* labor. These jobs promote economic diversity and resiliency, the development of Smart Cities, and create economic opportunity for workers. Combined with largest occupations requiring a bachelor's, this data best informs pathway design.

Most posted skills: describes common demands for talent

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Top Skills in Online Job Postings



Data Sources – Labor Market Information and Equity

Occupation	# Jobs	5-yr Projections	Median Wage	Living Wage Comparison
Top 5 Jobs with Largest Number of Jobs / Top 5 Jobs with Highest Median Wages / Top 5 Jobs that Require a Bachelor's Degree				
<p>Source: EMSI Analyst This data comes from EMSI Analyst, which requires a paid subscription. However, you can get this data for <i>free</i> from your local Centers of Excellence. See the "Data Request Template - COE" tab for a sample data request. Visit their website or contact your Career Education / Workforce Development Dean for details. https://coeccc.net/</p>				

Unemployment Comparison by Demographic Group	% of Population	% of Unemployed
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Top Skills in Online Job Postings in the Area
<p>Source: EMSI Analyst This data comes from EMSI Analyst, which requires a paid subscription. However, you can get this data for <i>free</i> from your local Centers of Excellence. See the "Data Request Template - COE" tab for a sample data request. Visit their website or contact your Career Education / Workforce Development Dean for details. https://coeccc.net/</p>

Well-Paying, Quality Jobs (federal investment priority): A job that exceeds the local prevailing wage for an industry in the region, includes basic benefits (e.g., paid leave, health insurance, retirement/savings plan) and/or is unionized, and helps the employee develop the skills and experiences necessary to advance along a career path.

Living Wage
<p>Source: Self-Sufficiency Standard for California 2021, Center for Women's Welfare, University of Washington; https://insightcced.org/family-needs-calculator/</p>



Career Education Fact Sheet Demonstration

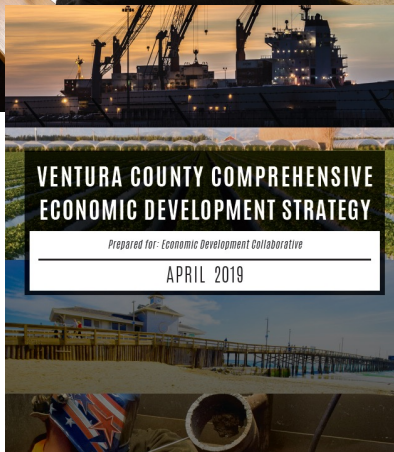
Follow along by visiting...

<https://bit.ly/387LaUR>

Now that you've seen it, what other uses do you foresee?

1. Advisory Boards
2. Economic Development and Workforce System Engagement
3. Program Review
4. CAEP Consortium Discussions
5. Regional Pathway Development Discussions
6. What else can this data inform...?

Other Sources for LMI & Understanding Community Priorities for Investment



County General Plans: contains economic and workforce development sections with appendices of LMI. Priority sectors and occupations are identified in these documents. Contains listing of community stakeholders. General Plans are located on your local county website.

Comprehensive Economic Development Strategy (CEDs): five-year plan required by the Economic Development Administration, contains and economic background section with top industries, occupations, and sociodemographic detail on employment and income. Includes all current and planned development projects. Contains CEDs Committee listing of community stakeholders. Located online at the local economic development organization.

Thank you!

For additional information on Technical Assistance and other WestEd tools
please visit:

<https://www.wested.org/project/e3-economic-mobility-education-equity/#>

awright@wested.org

jkeach@wested.org