

San Diego Imperial Counties

K-14 Counselor Conference

December 5, 2018

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San Diego/Imperial Counties Regional Consortium

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CALIFORNIA
COMMUNITY
COLLEGES
SAN DIEGO
IMPERIAL
COUNTIES
**REGIONAL
CONSORTIUM**

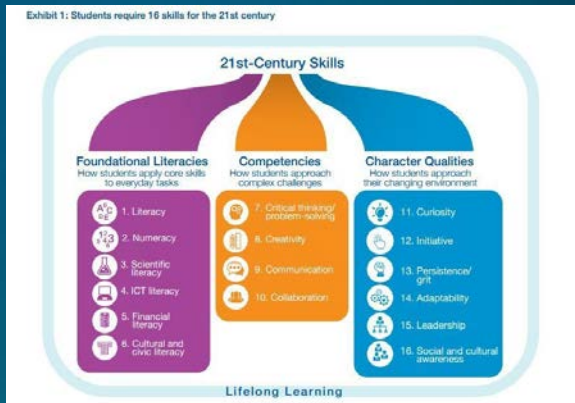
Regional Goals



Problems

Education & the Economy

Exhibit 1: Students require 16 skills for the 21st century



- State economic recovery: What jobs drive the economy?
- Need for *skilling, upskilling, reskilling*
- Misalignment with the economy
- 21st-Century Skills Employability Skills
- Poverty and Economic Mobility
- Decline in CE FTEs
- Focus and default to Transfer

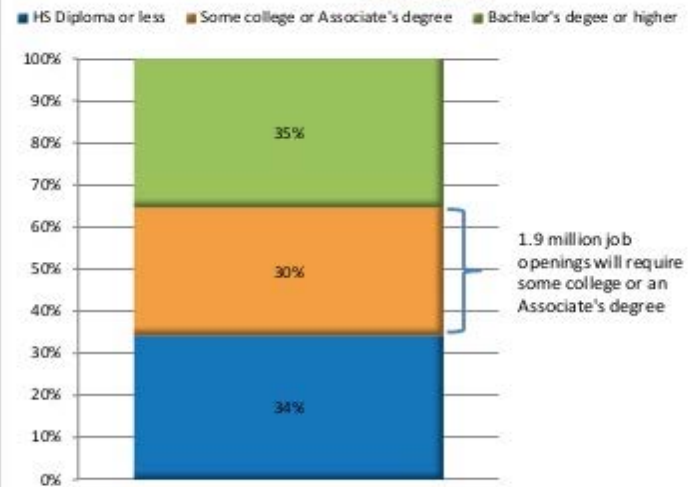
Why focus on Careers and CE?

#StrongWorkforce

The Goal

California needs
1 million more
AA, certificates, or
industry-valued
credentials.

California's Job Openings by Education Level 2015-2025



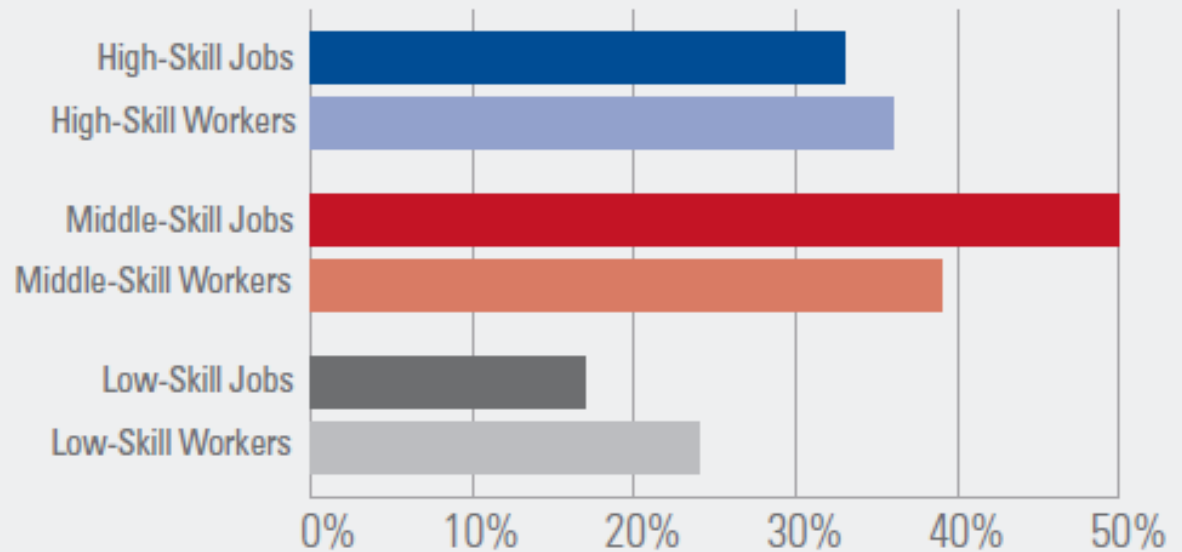
Data source: Georgetown University Center on Education and the Workforce, "Recover: Job Growth and Education Requirements Through 2020," State Report, June 2013.
Analysis: Collaborative Economics



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Skills Gap

Jobs and Workers by Skill Level, California, 2015



Source: NSC analysis of Bureau of Labor Statistics Occupational Employment Statistics by State, May 2015 and American Community Survey data, 2015.



#StrongWorkforce

From Knowledge to Skills

“Some College” is the New Gateway Into The Workforce

THE LABOR MARKET IS INCREASINGLY DEMANDING A MORE SKILLED WORKFORCE.

IN THE 1970s

28%

of jobs required more than a high school education.

IN 1992

56%

of jobs required more training.

BY 2020

65%

of job openings in the U.S. will require some postsecondary education or training-though not necessarily a four-year degree.

Source: Georgetown Center on Education and the Workforce analysis



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Chaos Theory

$$|\delta \mathbf{Z}(t)| \approx e^{\lambda t} |\delta \mathbf{Z}_0|$$

b

Solutions

Regional economies: Sector approach

1. **Advanced Manufacturing**
2. **Advanced Transportation & Logistics**
3. **Agriculture, Water & Environmental Technologies**
4. **Energy, Construction & Utilities**
5. **Global Trade**
6. **Health**
7. **Information & Communication Technologies (ICT)/Digital Media**
8. **Life Sciences/Biotech**
9. **Retail/Hospitality/Tourism**
10. **Small Business**



Doing What Matters for Jobs and the Economy

2012

Economic Drivers



State Task Force

Adopted by the Board of Governors in Fall 2015

Strong Workforce Recommendations

25 Recommendations

- ✓ Student Success
- ✓ **Career Pathways**
- ✓ Workforce Data & Outcomes
- ✓ Curriculum
- ✓ CTE Faculty
- ✓ Regional Coordination
- ✓ Funding



2016-17
Strong Workforce
\$248 million
ongoing funding for
Career Education

More and Better CE

- Regional funding: 60% local/40% regional
- Allocation model ($\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{6}$, $\frac{1}{6}$)
- San Diego Imperial Counties = \$16,510,427
- Colleges = \$9,910,427

Allocation Model for the Funds: Variables and Weighting

	<u>2016-17</u>	<u>2017-18+</u>
1. Unemployment rate	1/3	1/3
2. Proportion of CTE FTEs	1/3	1/3
3. Projected job openings	1/3	1/6
4. Successful workforce outcomes*	0	1/6

* Launchboard has already been updated for WIOA alignment.



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Metrics = Performance Based Funding

MORE = Increased CE enrollments

BETTER =

- ✓ Completion (certificate, degree or transfer)
- ✓ Employment
- ✓ Employment in the field of study
- ✓ Increase in earnings
- ✓ % of students who attained living wage



Regional Infrastructure



Regional Investments

Large infrastructure projects

- ✓ Career Pathways
- ✓ Work-based Learning
- ✓ Pathway Navigation
- ✓ Job Placement
- ✓ Labor Market Information
- ✓ Marketing





Strong Workforce Program Implementation

*1: J. Patel, Region
K. Porter, Poway USD

*2: L. Blanchard, Region
J. Lewis, Southwestern
J. Lopez, Miramar

3: C. Estrada, Mesa
J. Ayala, Grossmont

4: B. Gamboa, Miramar
L. McLemore, Cuyamaca

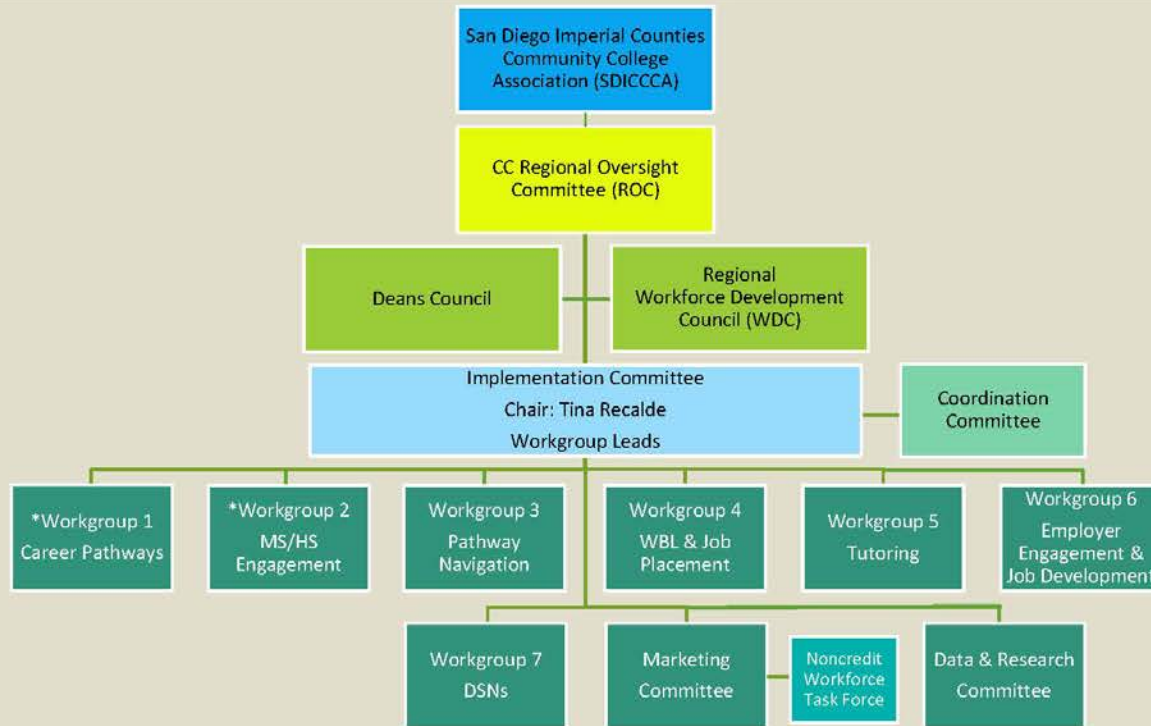
5: M. Romero, Mesa
D. Brown, Mesa

6: M. Fritch, Palomar
C. Storey, SD Continuing Ed

7: M. Smith, Region

Marketing: D. Brown, Mesa

Data/Research: Z. Lindstrom, MiraCosta
T. Ngo-Bartel, Region



*K12 Participation

V4 10/31/18

Labor Market Information

Sector Analysis

- ✓ Evaluate labor market gaps and oversupply
- ✓ Evaluate program performance
- ✓ Create a strategy to meet labor market gaps
- ✓ Disseminate labor market information to K-12 and Adult Education

Regional Marketing

June 2018

- ✓ Common CE branding
- ✓ Focus on careers
- ✓ Prioritization of target CE programs & audiences
- ✓ Matching media format with audience
- ✓ Marketing high-wage/high-demand careers

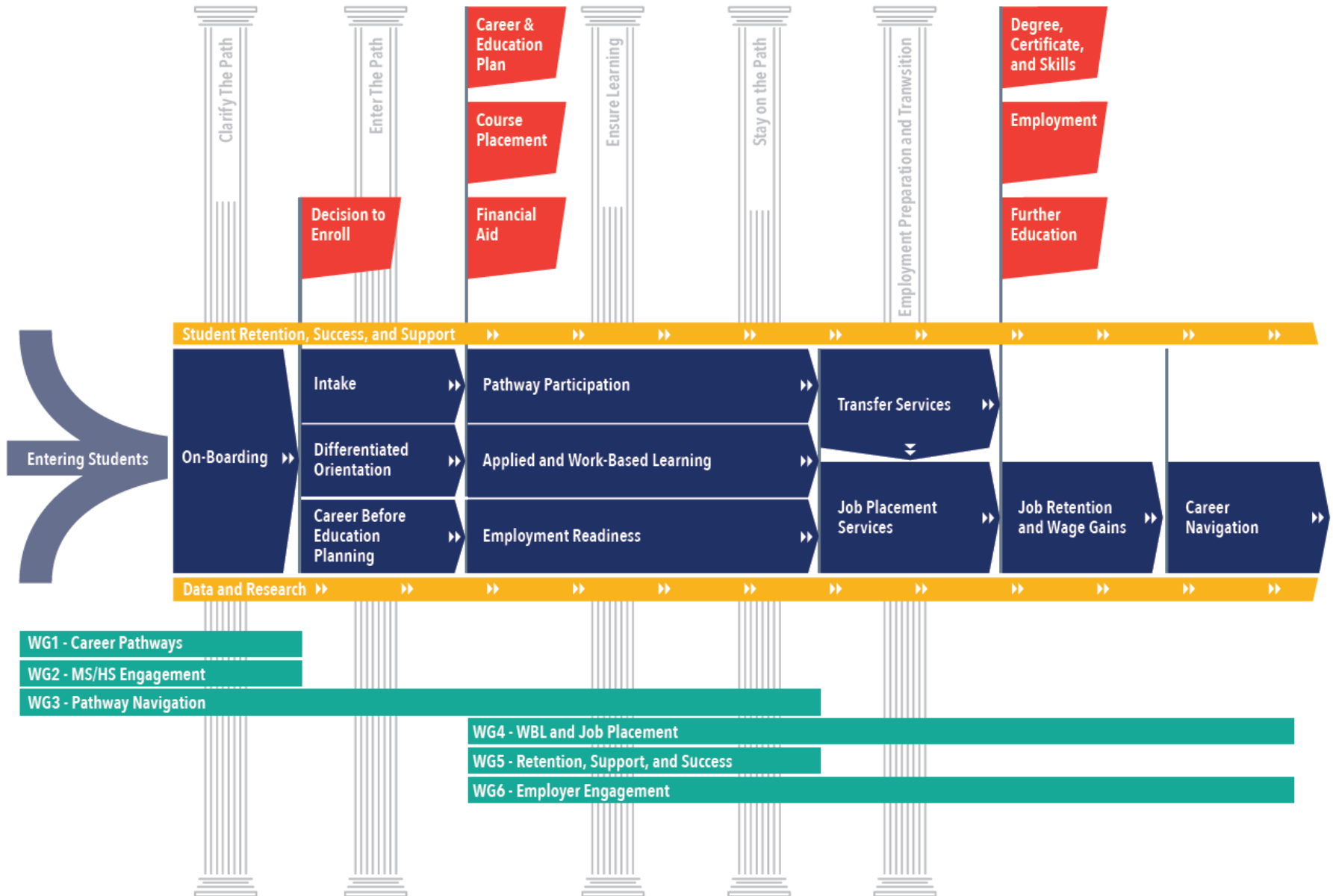
Career Pathways

- ✓ Build awareness of careers in middle school and high school
- ✓ Document career pathways from HS/AE to CC's within the region
- ✓ Create a regional career pathways design
- ✓ Align curriculum and course sequences from HS, AE to colleges
- ✓ Provide technology for access to career pathways



A Community College Student's Road to Success

Draft: 11.29.18





1. Convene K-12, community colleges, and Adult Education to create regional goals, student outcomes and metrics to define a career pathways system.
2. Develop guidelines for executive leadership to define, promote and measure a regional career pathways system.
3. **Map existing career pathways from regional high schools into community colleges in the region's industry sectors (cc or 4-year). Produce career pathways maps for the regional sectors from K-12 to postsecondary to career.**
4. Identify program gaps between existing regional pathways and regional labor market and provide recommendations for providing programs that lead students into in-demand labor markets.



5. Convene high school and community college faculty to facilitate development of aligned career pathway curriculum and course sequences, between high schools and colleges, and between adult schools and colleges.
6. Build goals and strategies for career development at each grade level beginning in middle school and continuing through high school and bridging to the community colleges.
7. Develop WBL guidelines to determine the continuum of activities that will be offered from middle school through high school.
8. Convene high school and community college faculty to facilitate development of early college credit programs.

San Diego Imperial Pathways Project

Project Goal: To map and inventory every high school and community college career education program in the San Diego Imperial Region.

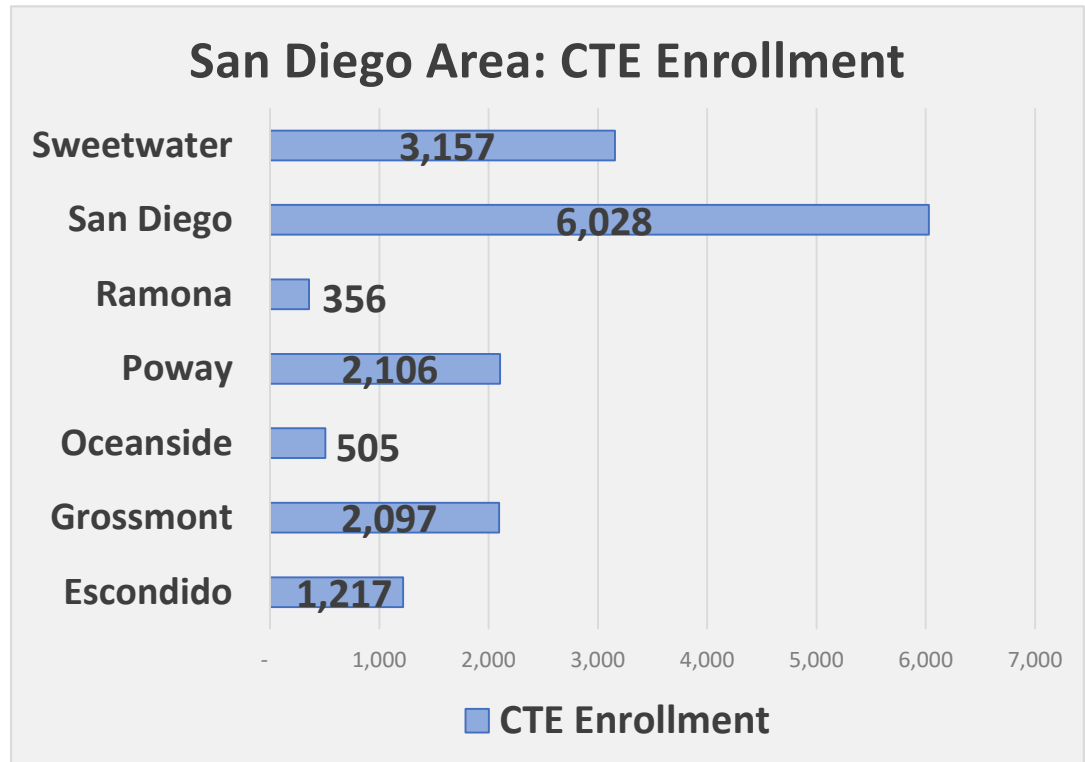
1. Better understand the relationship between high school and college offerings and if they are responsive to regional labor demand
2. Inform pathway planning between high schools and colleges – fill in gaps, develop new programs, improve existing pathways
3. Develop advising tools to help counselors direct students to CC programs and to support college and career exploration

San Diego Imperial Pathways Project

Why do we need to know more about our regional K12 and college pathway programs?

San Diego Area K12 CTE Enrollment

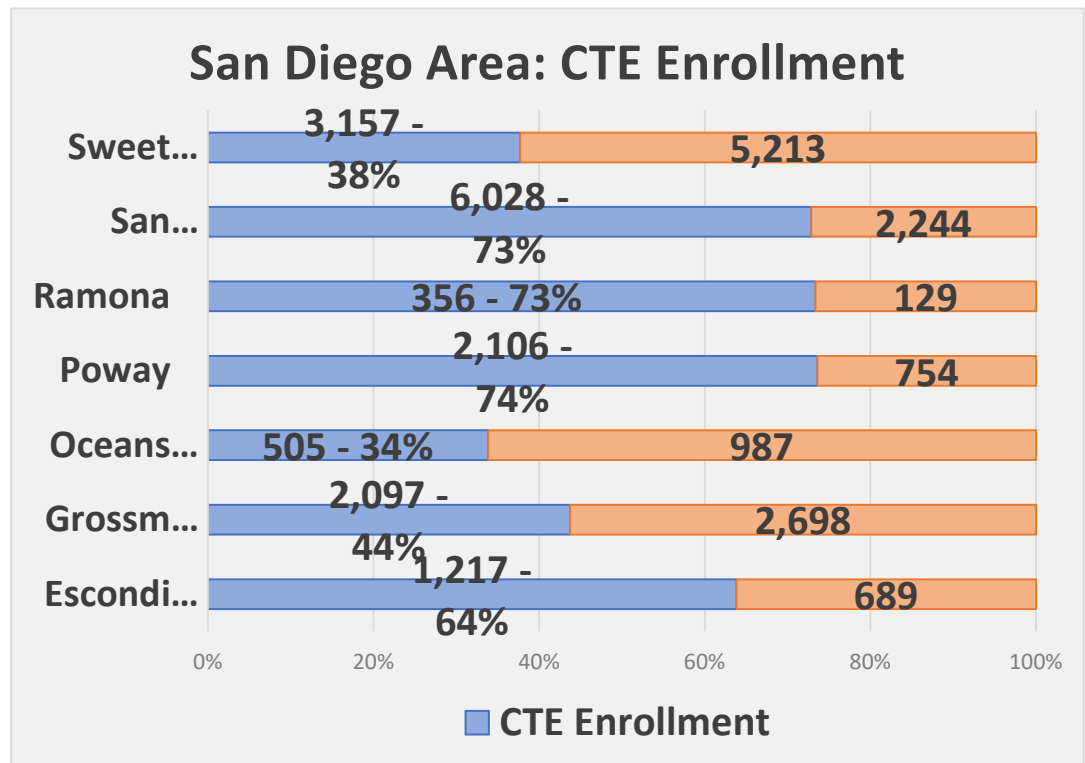
Seniors in 2016 who took two or more CTE courses before graduation



Source: CalPASS Plus

San Diego Area K12 CTE Enrollment

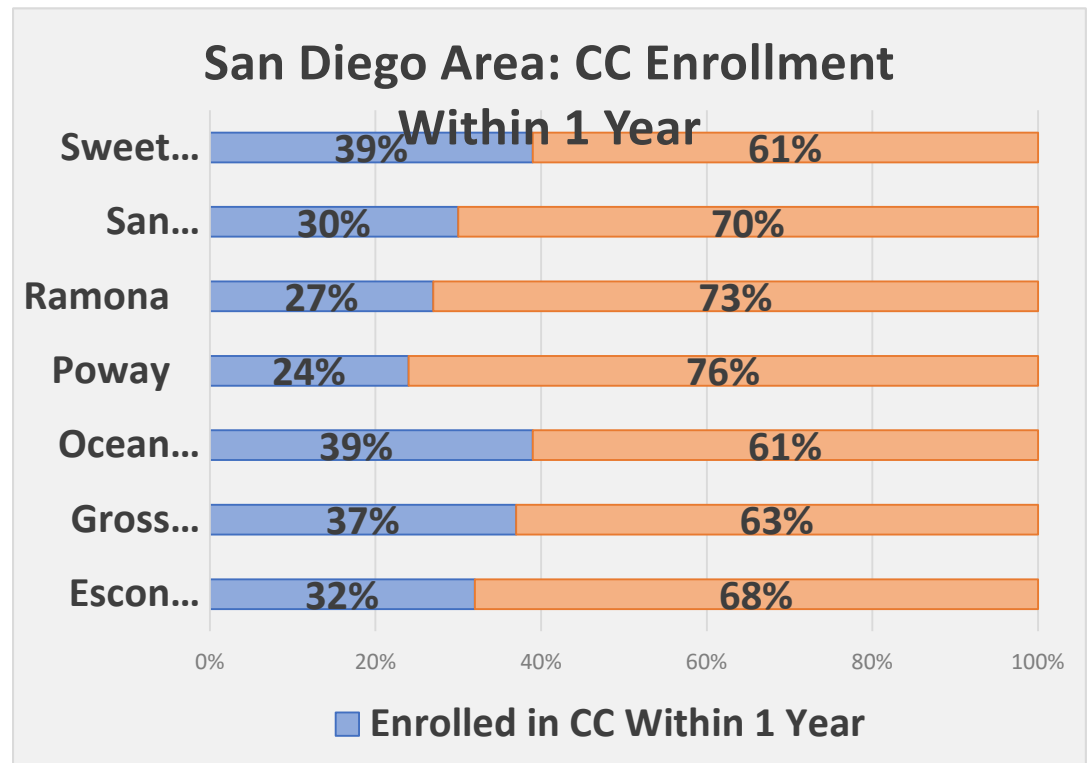
Seniors in 2016 who had taken two or more CTE courses: 55%



Source: CalPASS Plus

CTE Students Enrolling in Community College

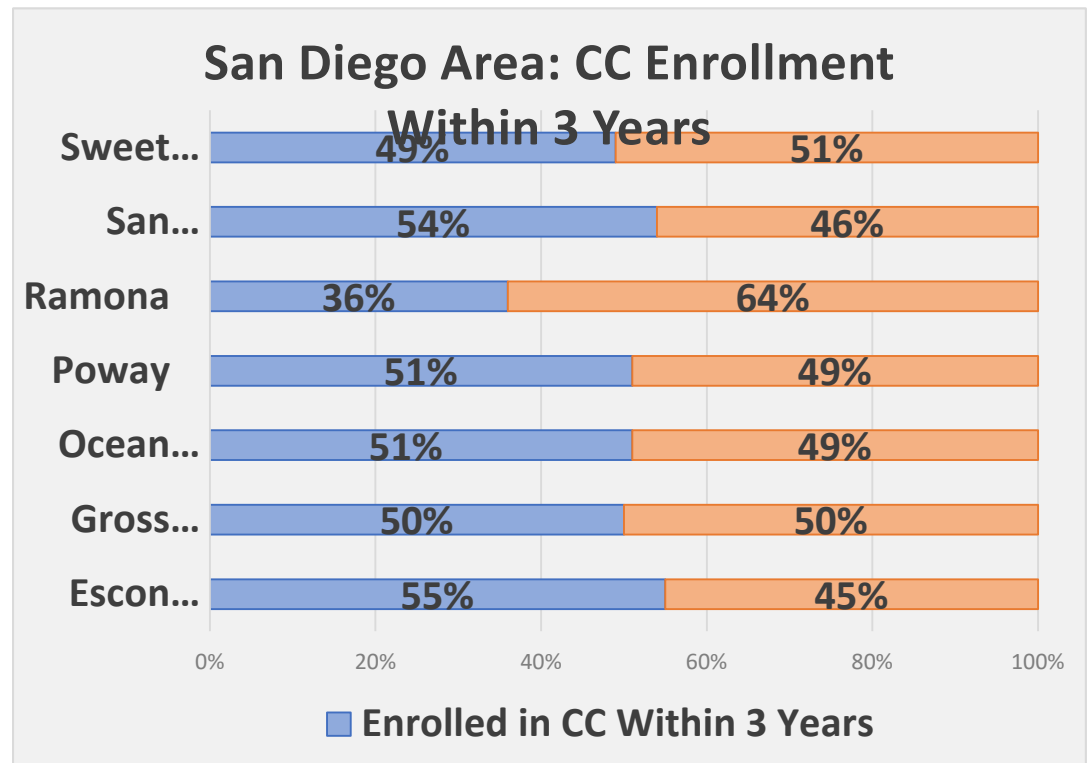
Seniors in 2016 enrolling in community college within one year: 33%



Source: CalPASS Plus; Chancellors Office MIS System

CTE Students Enrolling in Community College

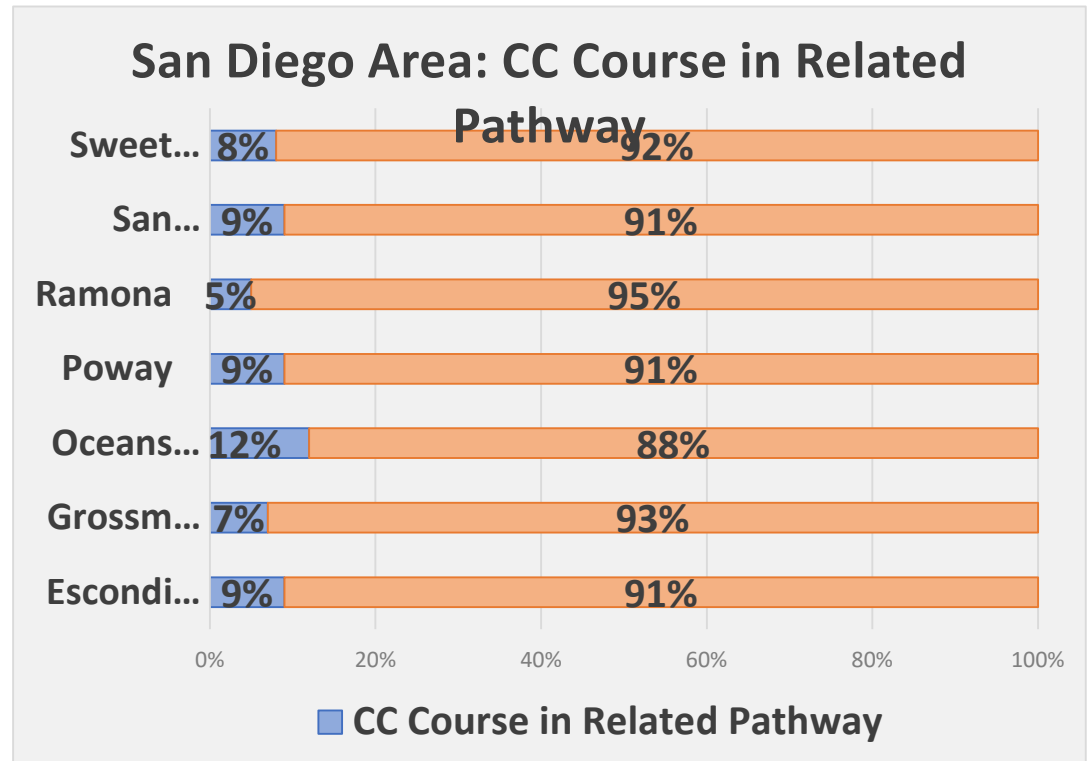
Seniors in 2016 enrolling in community college within one year: 49%



Source: CalPASS Plus; Chancellors Office MIS System

CTE Students In the Same College Pathway

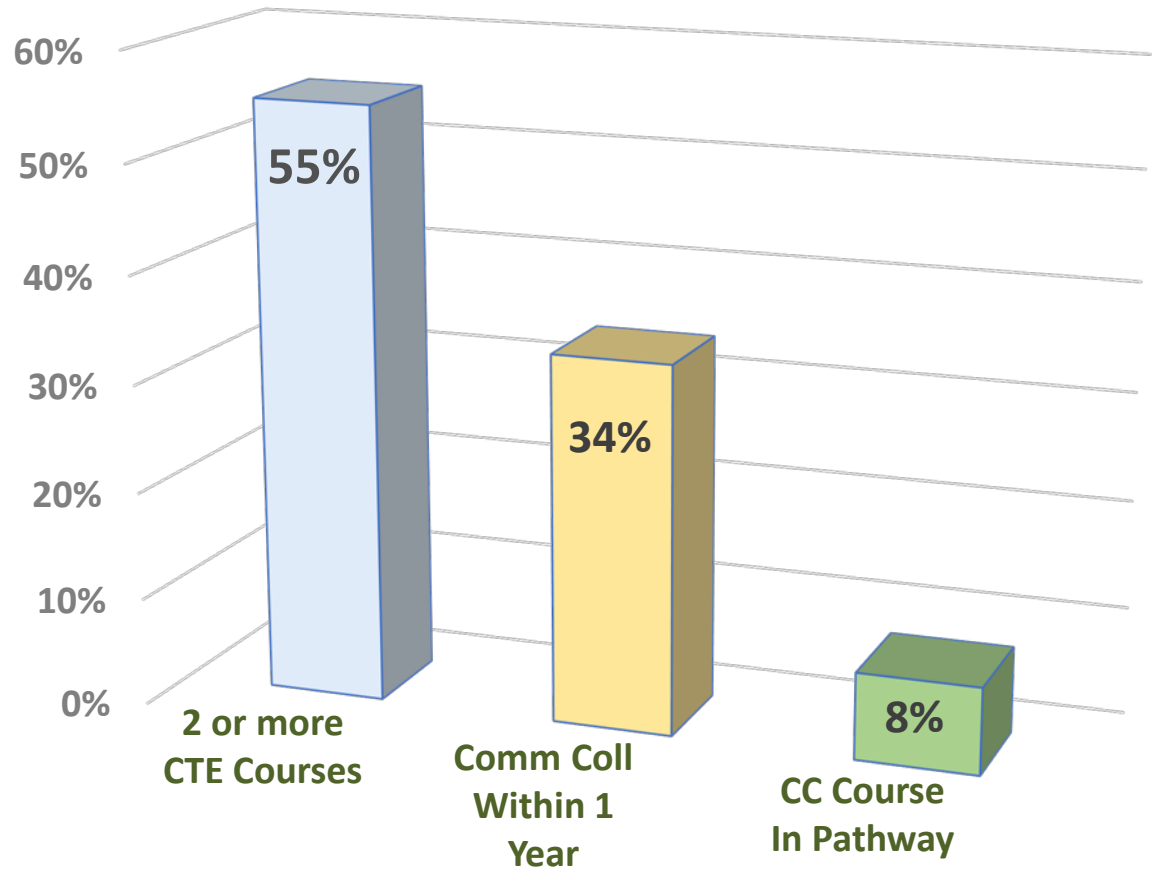
Seniors in 2016 who take a college course in a related pathway within one year: 8.4%



Source: CalPASS Plus; Chancellors Office MIS System

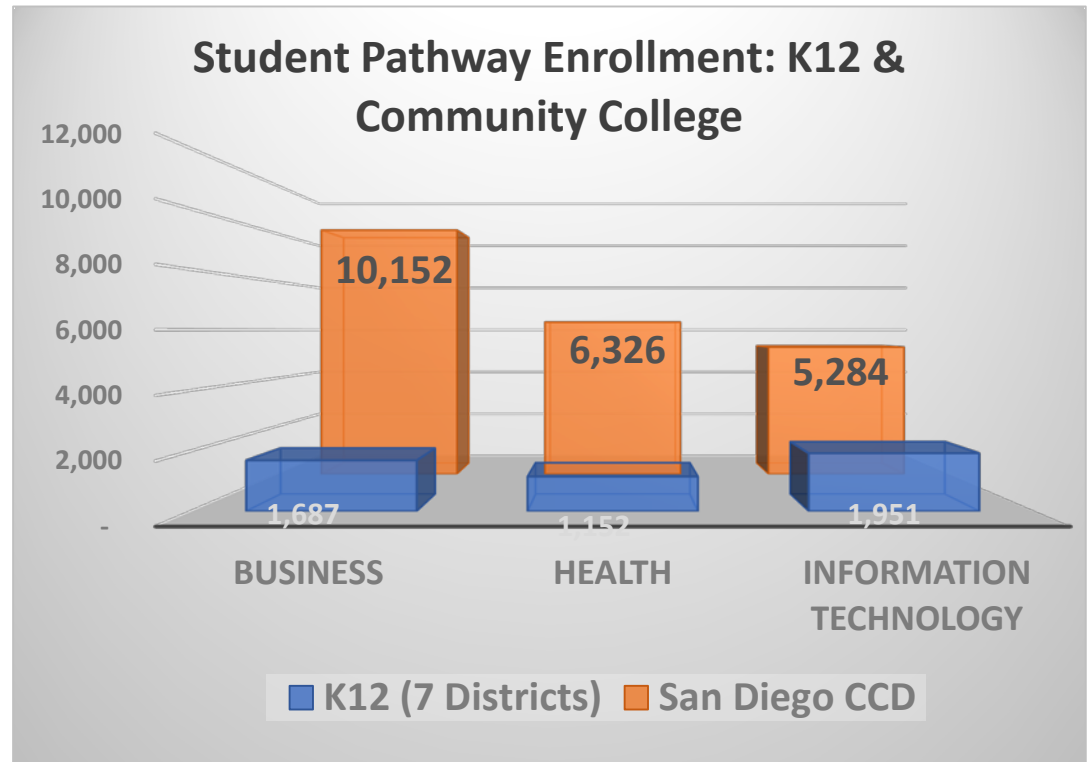
Reversing the Flow

How can understanding pathways keep more students engaged and on track



Comparing High School and College Enrollment

San Diego Area High school CTE enrollment is less than 20% of enrollment in same pathway in community college



Source: CalPASS Plus; Chancellors Office MIS System

Comparing High School and College Programs

K12 Business Pathways

(11 course sections;)

Advanced Accounting

Business

Business & Financial Markets

Business Management

Business LawAssis

Community College Awards (1 district)

(30 awards; 914 course sections)

Associates Degrees

Accounting, Business Administration (ADT), Business Management, Computer Business Technology, Entrepreneurship, Financial Services, Legal Admin Assistant, Marketing, Real Estate, Retail Management, Small Business Accounting, Small Business

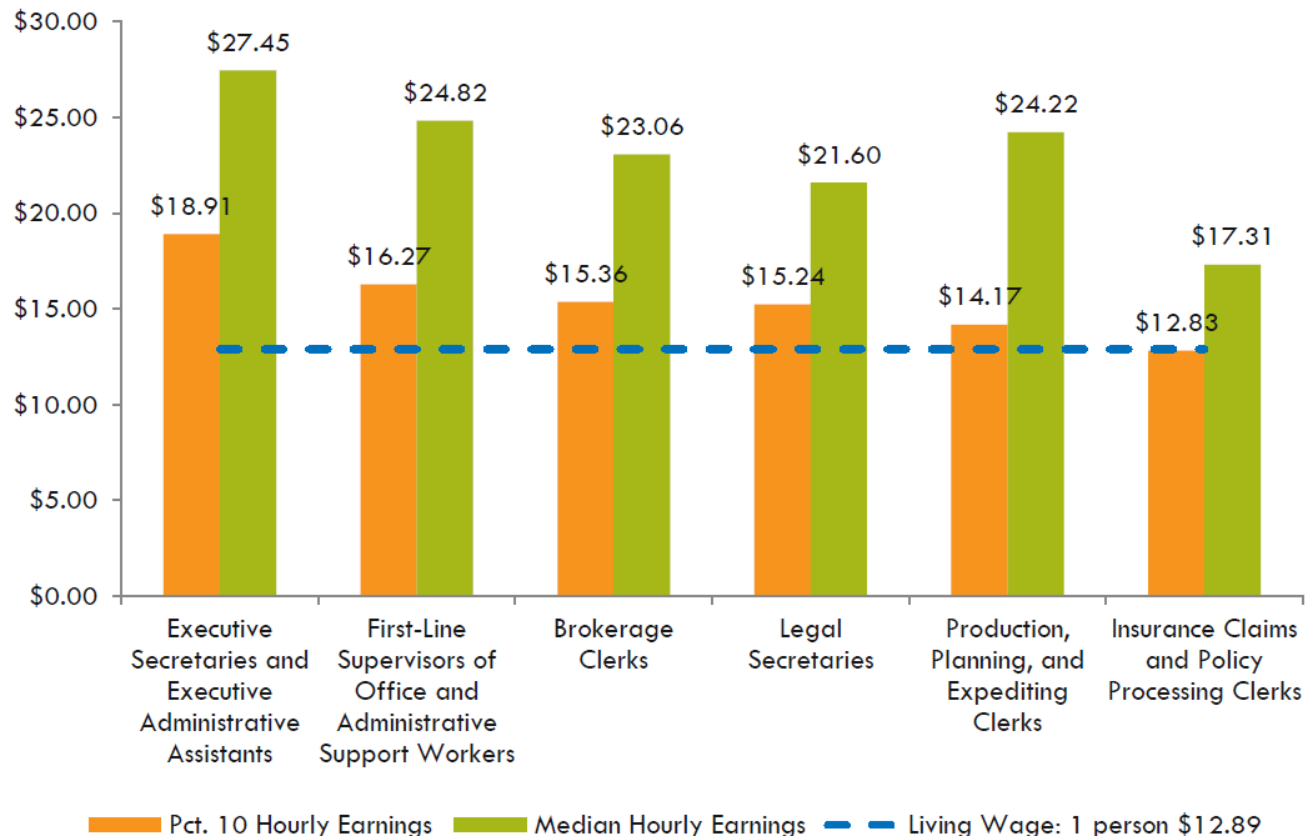
Certificates

Accounting, Accountancy, Accountancy for Enrolled Agents, Business Administration, Business Management, Entrepreneurship, Financial Services, Legal Administrative Assistant, Marketing, Real Estate Broker, Retail Management, Small Business Management

Noncredit Certificates

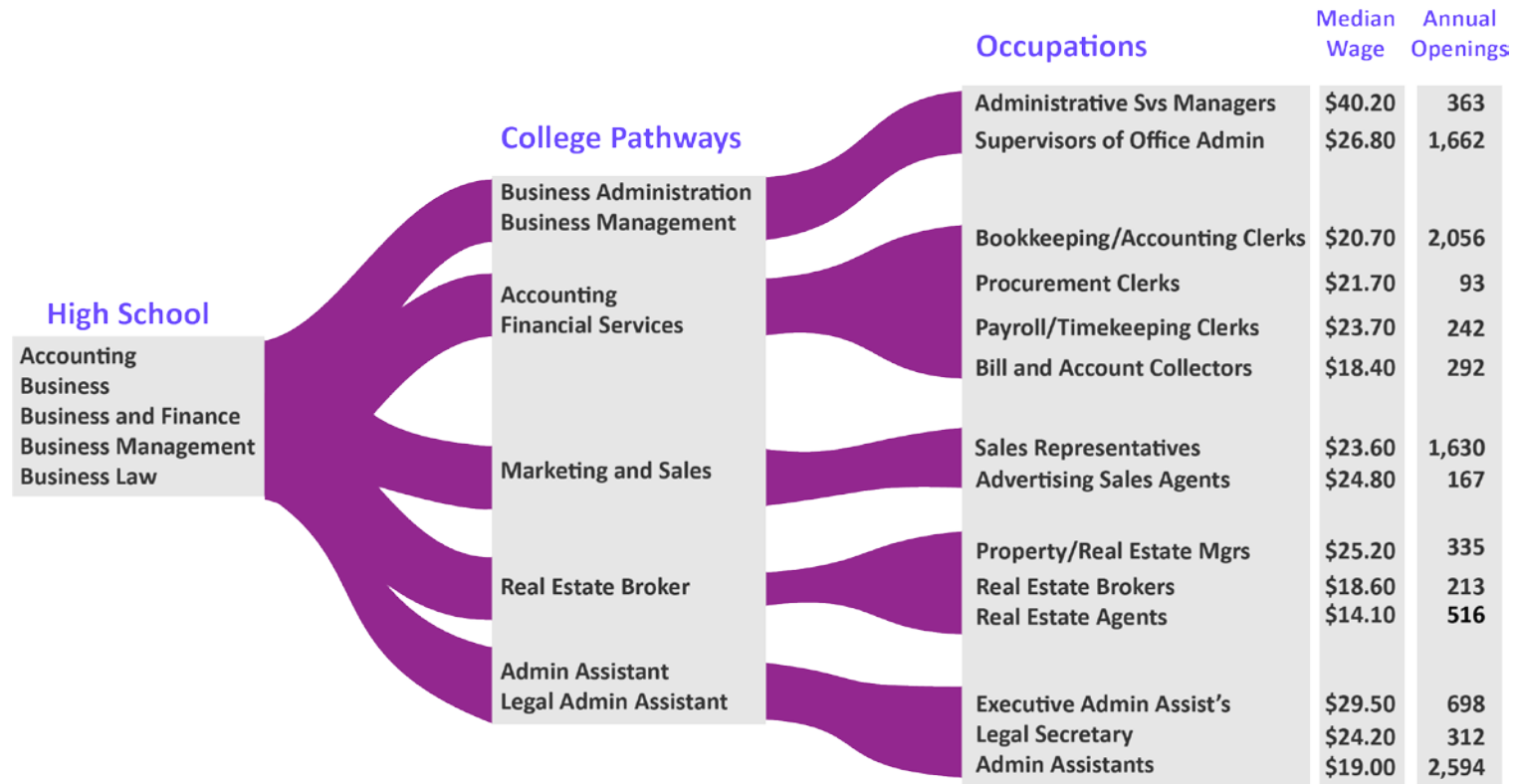
Account Clerk, Accounting, Business Management, Project Management, Small Business Growth, Small Business Planning

Connecting Programs to Employment

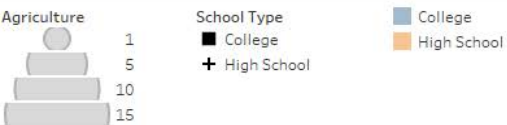
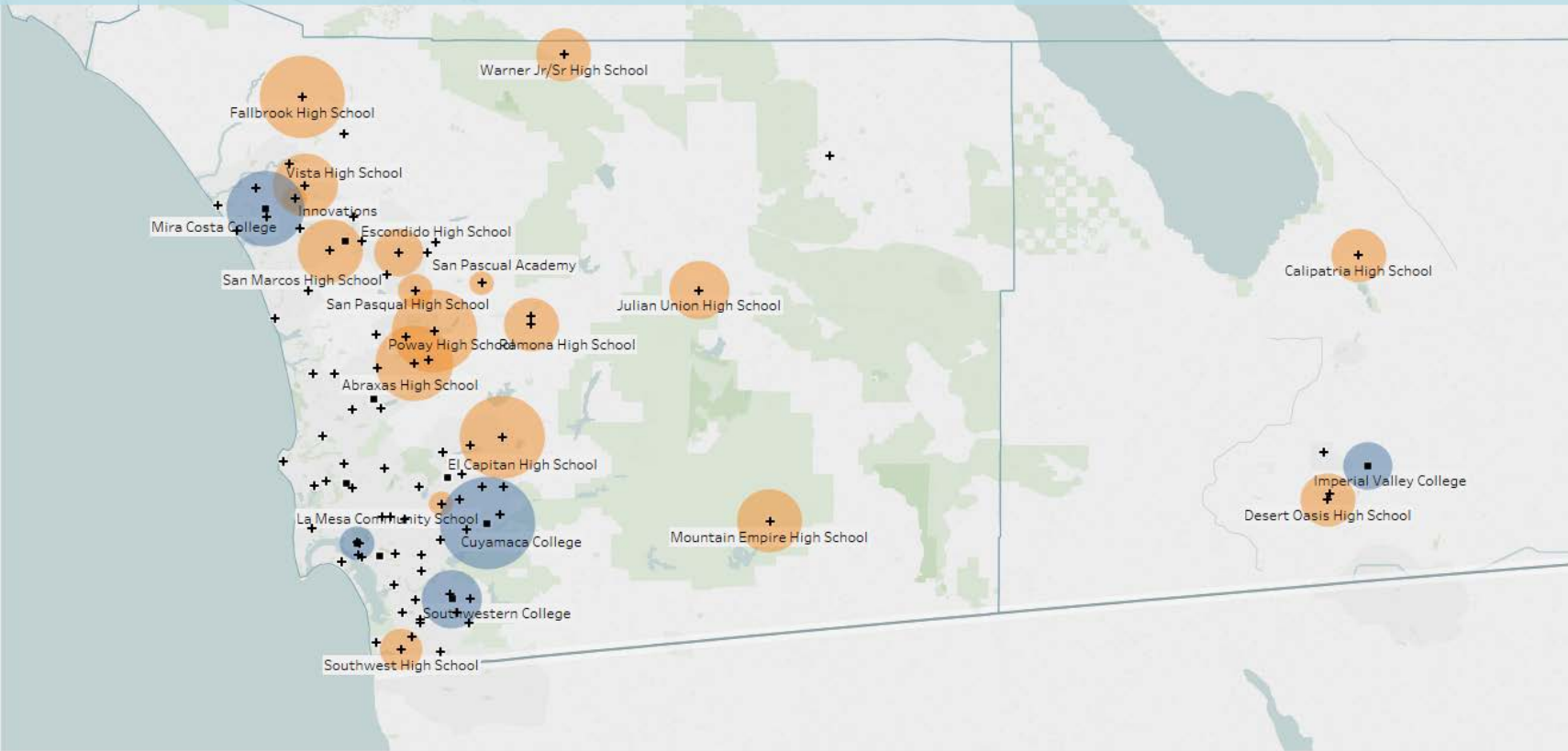


Source: CCC Centers of Excellence

Visualizations: Throughput



Agriculture Sector K12 and CC Comparison of Offerings



Next Steps

1. Final Report with visualizations and data tables end of December
2. Use maps and dataset to inform program planning and planning for K12 SWP applications in Spring
3. Examine ways to use the data set to build college and career exploration tools (online or paper/static or dynamic) and advising tools for counselors.