



Ultrasound and x-ray technician lab at Mt. San Jacinto College.



ECONOMIC AND WORKFORCE DEVELOPMENT PROGRAM ANNUAL REPORT

2014

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Brice W. Harris, Chancellor

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August 4, 2014

The Honorable Edmund G. Brown, Jr.
Governor of California
State Capitol
Sacramento, CA 95814

Dear Governor Brown:

I would like to present the California Community Colleges Economic and Workforce Development Program Annual Report for 2012-13.

The Economic and Workforce Development program invests in the skills of California's workforce. It brings together members of the business community and academia throughout the state to create job opportunities for Californians.

This report highlights our efforts in helping to build workforce development programs in the state and discusses California's seven macroeconomic regions through the 10 important economic sectors or industries we have targeted for investment.

If you have any questions regarding this annual report, please contact Workforce and Economic Development Division Vice Chancellor Van Ton-Quinlivan at (916) 327-5492 or vtquinlivan@cccco.edu.

Thank you for your interest in the Economic and Workforce Development program.

Sincerely,

A handwritten signature in blue ink that reads "Brice W. Harris". The signature is written in a cursive, flowing style.

Brice W. Harris
Chancellor

ECONOMIC AND WORKFORCE DEVELOPMENT PROGRAM ANNUAL REPORT

EXECUTIVE SUMMARY

California's community colleges are vital to the state's economy. The California Community Colleges plays an important role in boosting the state's economy by serving more than two million students a year. One out of four community college students in the United States is enrolled in a California community college, making it the nation's largest system of higher education. The state's 112 colleges provide students with the knowledge and workplace skills necessary to compete in today's job market. With a wide range of educational offerings, the colleges provide workforce training, basic skills courses in English and math, certificate and degree programs, and preparation for transfer to four-year colleges and universities.

The California Community Colleges Economic and Workforce Development (EWD) program helps students, incumbent workers, business partners, and industries develop skilled competencies in critical industry sectors. As a source for developing and implementing workforce trainings, the EWD program is instrumental in helping the community colleges respond to markets in a rapid and flexible manner. EWD programs also grow local jobs by improving regional business competitiveness and training workers with the skills they need to keep their job or to move to a higher paying position. In fact, they are so effective at increasing local business activity, employment, and worker income that they generate far greater state and local tax revenues than the cost of their initial state funding.

In fiscal year 2012-13, the EWD program received \$22.9 million in appropriations, which is consistent with the previous three fiscal years. Though this budget represents less than one percent of the overall California Community Colleges budget, EWD program partners were able to provide more than \$47 million in direct and indirect matching resources. The success of the EWD program is built on the continued support of local business, industry, and college partnerships.

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This year's annual report to the Legislature highlights the continued relevance and support that the EWD program plays in building California's workforce:

- 1,486 people received jobs
- 6,866 jobs retained
- 2,366 businesses served
- 6,687 industry certifications
- 220 internships
- 435 apprenticeships

Significant EWD Program Highlights During 2012-13

Jobs	
People getting jobs	1,486
People keeping jobs	6,866
Training	
People trained	48,105
% Employees	32%
% Entrepreneurs	6%
% Students	62%
Hours of training	71,361
Technical Assistance	
People receiving technical assistance	34,659
Organizations	
Number of organizations	2,585
Number of businesses	2,152
Number of Partnerships	198
Number of Colleges	112
Financial	
Business Impacts	\$22,753,515

Success stories from some of the strategic priority areas are provided to showcase how the regional centers work well with their partners. The EWD program has a substantial role in the Chancellor's Office Workforce and Economic Development Division's two-year campaign for Doing What Matters for Jobs and the Economy. This effort aligns statewide resources and improves accountability. As a result, decision-making at the local, regional, and state levels is better informed, students receive relevant workforce training, and education and larger workforce issues faced by industries are more effectively addressed.

The Doing What Matters for Jobs and the Economy initiative began its rollout in 2013. The program chose 10 economic sectors in various regions of the state in which it would focus its attention and resources. (The 10 are noted below.) Also, representatives from various regions of the state were selected to coordinate efforts between local community colleges and key business leaders to help foster job growth within a particular industry.

BACKGROUND

In 1996, economic development became part of the statutory mission of the California Community Colleges (Education Code §66010.4(a)(3)). The intent of the Legislature was that the program provide critical support for continuous workforce improvement and economic development, as well as be adaptive and responsive to the changing needs of regional economies.

In 2012, the Legislature passed and the Governor signed SB1402 (Lieu) (Stats.2012, Ch. 361) (Education Code §88600, et seq.), which recast and revised the EWD program with reauthorization until January 1, 2018.

As a result, the EWD program fostered 50 regional centers in 10 strategic priority areas to address emerging and local project needs (See Appendix A for detailed descriptions):

- Advanced Manufacturing and Advanced Technology
- Advanced Transportation and Renewable Energy
- Agriculture, Water and Environmental Technologies

- Energy (Efficiency) & Utilities
- Global Trade and Logistics
- Health
- Information & Communication Technologies (ICT)/Digital Media
- Life Sciences and Biotech
- Retail/Hospitality/Tourism 'Learn and Earn'
- Small Business

In conjunction with these regional centers, the revised EWD program supports short-term grant opportunities for developing industries and regional initiatives. Extended staffing resources include:

- Regional consortia, which bring together partners from education, community, and industry within the region;
- Sector navigators who coordinate collaboration between community colleges and the 10 industries listed above throughout the state; and,
- Deputy sector navigators who connect specific industry needs to college programs and resources within a region.

METHODOLOGY

The data for this report were collected through both quantitative and qualitative methods. Financial and certain performance criteria were collected through online reporting systems. Qualitative data, such as success stories, were collected through the sector navigators.

Quantitative Reporting

EWD expenditures and performance data were collected online. With oversight by their EWD grant monitors in the Chancellor's Office, project directors and chief business officers reported and certified their budget and expenditures quarterly in the EWD Online Expenditure System. Project directors also provided a brief summary of quarterly activities. Before grants are closed, a report of their required match and any additional resources leveraged was also collected.

As with the Online Expenditure System, EWD program performance data were collected online through the

Data Collection System (DCS). This event-driven system collects information throughout the performance period of EWD grants. Project directors provided details about the people or businesses served, the types of training conducted, any curriculum developed, and what technical assistance was provided.

Qualitative Reporting

Through qualitative reporting, the success of the program is materially demonstrated through those individuals who have benefited from our efforts. Project directors highlight those instances of qualitative and quantitative success to inform EWD staff, deans, and the division's vice chancellor. These successes are then shared throughout the year with the Economic Development Program Advisory Committee (EDPAC), initiative directors, and statewide through the regional consortia.

KEY FINDINGS

Flat Funding of Economic and Workforce Development Activities

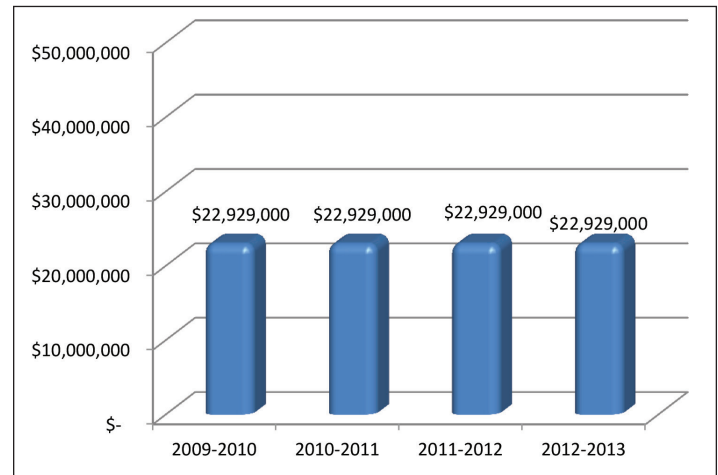
For the 2012-13 fiscal year, funding remained at \$22.9 million, which is relatively the same level that it has been since fiscal year 2009-10. This is nearly a 50 percent reduction in funds from the \$46.8 million received in 2008-09.

Increasing the Number of Californians Getting Jobs

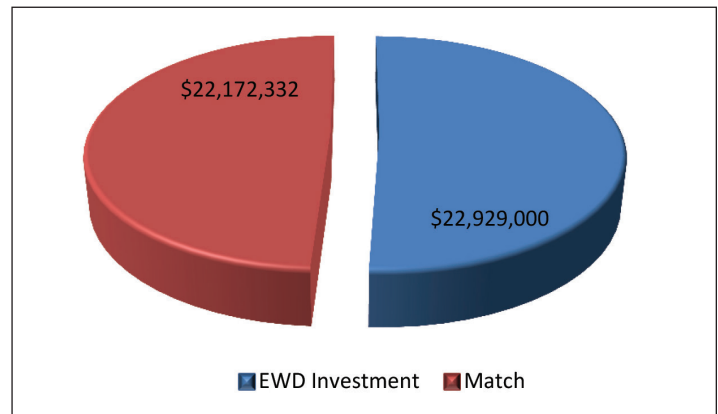
Regional centers reported that more than 1,486 jobs were created or placed in 2012-13 thanks to the EWD program, which is an increase of 31 percent over fiscal year 2011-12 and a 37 percent increase over fiscal year 2010-11. Additionally, more than 6,866 people were able to retain their jobs with the help of the EWD program.

Regional centers and short-term grant programs have also yielded many internship, apprenticeship, and industry certification opportunities vital to students' professional growth and development.

Economic Development Funds



Direct Match to EWD Investment



Number of Jobs Placed

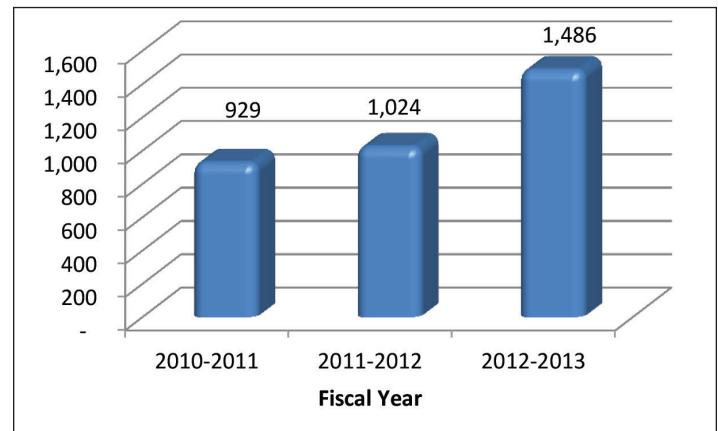


Table 1: Employment Outcomes

New Jobs	1,486
Retained Jobs	6,866
Internships	220
Apprenticeships	435
Industry Certifications	6,687

Responding to Training Needs

Through the EWD program, 48,105 people were trained in fiscal year 2012-13. This includes 2,886 entrepreneurs, 15,394 employees, and 29,825 students. Nearly 71,361 hours of training were provided.

Adding Value to Business

The EWD program also provided services and technical assistance to companies involved in small business and international trade. In 2012-13, the EWD program served 2,585 organizations and 2,152 businesses. The Centers for International Trade Development Initiative reported \$1.38 million in added business value in sales, exports, imports, and productivity to the state's economy.

EWD Grant Opportunities:

The EWD grant projects play significant, but very different roles in supporting the mission of economic and workforce development for the community colleges. Whereas the centers are the long-term infrastructure of the EWD program, the Industry Driven Regional Collaboratives (IDRC), Responsive Training Fund (RTF), and the Job Development Incentive Fund (JDIF), are the flexible, responsive, short-term (one to two years) tools to develop new programs.

- Centers provide the programmatic strength and stability to obtain additional resources, such as endowments for nursing programs, facilities for advanced transportation, and major pieces of equipment for manufacturers.
- IDRCs meet specific short-term industry needs and provide outreach to economically distressed areas. In 2012-13, a new group of nine IDRCs were funded. These new IDRC projects initiated new projects in:
 - o Manufacturing
 - o Nanotechnology
 - o Biotechnology and Wireless Health Technology
 - o Supply Chain and Logistics
 - o Advanced Electric Vehicle Technology

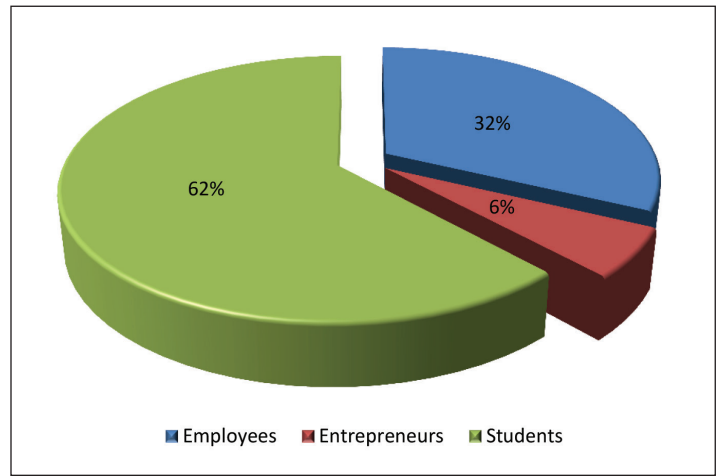


Table 2: Financial Practices & Increased Business Value

Business Technical Assistance to Small Business in Management/Financing Practices Created

Sales Increases	\$18,056,437
Loans Funded	\$700,296
Equity Investments	\$2,611,900

Business Technical Assistance in International Trade Created

Increased Business Value (sales, exports/imports, productivity)	\$1,384,832
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Total Completed Business Financial Transactions

	\$22,753,465
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- RTFs for incumbent workers enabled colleges to provide short-term, intensive training for incumbent workers in identified Strategic Priority Areas, as well as other local impact sectors.
- JDIF programs provide training on a no-cost, or low-cost, basis to participating employers who created employment opportunities at an acceptable wage level for the attainment of self-sufficiency or a "living wage."

These projects help the EWD program to remain effective and meet California's critical business, industry, and workforce needs.

Table 3: Number of Regional Centers, IDRC, JDIF, and RTF Projects, 2012-13

EWD Regional Centers	Funded Amount	Number of Projects
Regional Centers	\$10,250,000	50
Industrial Regional Collaboratives	\$3,438,279	17
Job Development Incentive Fund	\$1,109,550	7
Rapid Training Fund	\$3,033,016	13
Grand Total	52%	87

INITIATIVE STORIES

Small Business Initiative: Bay Area Region/Visual and Performing Arts (VAPA) Entrepreneurship Pilot Course

Entrepreneurship is often viewed as a business discipline, much like accounting or marketing. As such, it sometimes has been discounted or overlooked by those in disciplines such as the arts. Rapid changes in today's economy require many applicants to create their jobs rather than apply for existing ones, which are quickly becoming obsolete by technological advances. Paradoxically, this entrepreneurial mindset of continuous, creative self-reinvention, and risk-taking dovetail well with the typical inventive nature of the artistic community, making them better prepared for the new market. At the same time, business owners, including those in the arts, are often very skilled and knowledgeable in the technical side of their businesses, but may lack the business and entrepreneurial skills necessary to succeed.

Several community colleges across the state have had success in offering courses, such as The Business Side of Art, geared toward both the arts and business, but these have typically been limited to not-for-credit offerings hosted by small business development centers. In response to the need for more credit-based programs in this area, Cabrillo College's Visual and Performing Arts Division worked with Deputy Sector Navigator Alex Kramer to secure a mini-grant piloting a new contextualized model of Cabrillo's BUS 88 – Starting and Operating a New Small Business. The programmatic goal was to create and offer a state-recognized arts entrepreneurship degree. This mini-grant was funded through Senate Bill 1070 funds as part of the new Doing What Matters for Jobs and the Economy framework.

The pilot course is largely student-project-driven and includes lectures from successful local artists as well as business experts referred by the small business development center. After a series of “mash-up” events held in 2013 to gauge student interest in an arts-focused entrepreneurship course, there was an overwhelming interest in a credit course offering. The course passed approval of the local curriculum committee and is currently being offered at full enrollment. Cabrillo College, with the assistance of the small business deputy sector navigator, is now working on gaining approval from the Chancellor's Office for this degree.

Retail, Hospitality, Tourism Initiative: Bay Area Region/“Learn and Earn” Grant

The Bay Region community colleges retail, hospitality, and tourism deputy sector navigator, faculty, and staff collaborated with industry leaders to identify skills gaps in the retail industry regionally. Many entry-level employees in the hospitality business could benefit highly from hospitality-specific language development training, according to feedback from industry experts. As part of the Bay Region Retail, Hospitality, and Tourism “Earn and Learn” grant, a faculty member with 16 years' experience teaching ESOL, English, and VESL in the U.S. and abroad along with industry experts designed curriculum and training materials for this pilot project. Partners built strategies to advance workforce training and increase opportunities for advancement of entry-level incumbent workers. Through collaborative meetings, the group identified skills and competencies to equip incumbent workers with the necessary tools to carry out their jobs more successfully while preparing them for upward mobility within their organization.

Stakeholders on this project included: Bay Region RHT, Acrobat, Best Western Plus, Cavallo Point, Goodwill Industries, Hilton Hotels, Hyatt Regency, Peninsula Works, San Mateo County, Skyline College, South San Francisco Conference Center, Towne Park, VAE, and Williams-Sonoma.

The training modules for this project focused on: Extensive Guest Service: Built In-Guest Service Gold Certification Training; Employee Empowerment/"Taking Ownership" in your Position; Effective Communication/Interpersonal Skills; Cultural Etiquette, Protocols, and Relations; Problem Solving/Conflict Resolution; Effective Decision Making/Critical Thinking; Hospitality/Business Vocabulary and Acronyms; Business Writing (Forms, Memos, Email); Effective Sales Techniques; Extensive Conversational English (Engaged Guest Interactions); Teambuilding: "Contributing to Overall Success"; Digital Literacy; Career Pathway and Advancement: "Contributing at the Next Level within your Organization!"

Life Science/Biotechnology Initiative: San Diego Region/ I³ "Industry Innovation Internship"

A unique I³ (Industry Innovation Internship) program brought together a professor, a student intern, and a local company to collaborate on a novel research project at San Diego Miramar College. The collaboration was beneficial for all involved. The students were better prepared for a job; faculty received industry perspective on skills and knowledge acquired in college; and the entrepreneur obtained help with foundation experiments for his company.

Dr. Fred Garces (representing faculty) and Ms. Laura Cervini (representing students) were chosen to work with One Resonance Sensors, Inc. CEO Donald Bourchard. The goal of the project was to compare the company's new technology to a similar, existing technology. "This project...hits the heart of analytical chemistry. The quality checks and verifications are something I just talked about...in my analytical class," according to Dr. Garces.

Advanced Manufacturing Initiative: Sacramento Region/Sierra College Science, Technology, Engineering and Math (STEM) Collaborative

With support from employers like Harris & Bruno International (<http://www.harris-bruno.com/>) in Roseville, Calif., the Sierra College Science, Technology, Engineering and Math (STEM) Collaborative (<http://sierraschoolworks.com/>) has established successful student pathways from high school to college to employment as technicians and engineers.

In the past few years, over 10 Sierra College students have been hired to work as technicians at Harris & Bruno International. With manufacturing facilities in Roseville, the company produces the most automated and reliable coating and inking systems for commercial printing presses worldwide. Through a collaborative effort, Sierra College has developed a formula to produce technicians prepared with the skills sought by local employers.

Markus Fredrickson, both a Sierra College student and part-time Harris & Bruno International employee, has benefited from the efforts of businesses and educators to work together in advanced manufacturing to prepare students to work for local employers. Fredrickson attended Oakmont High School in Roseville, where the engineering lab was supplied with a 3D printer, laser cutter, and CNC Mill by the Sierra College STEM Collaborative. Fredrickson's Design and Engineering teacher was Steve Dicus, who as a member of the Sierra STEM Collaborative benefited from networking with industry, college faculty, and other high school teachers in design, engineering, and advanced manufacturing.

Fredrickson first learned about Harris & Bruno on a class tour organized with help from the Sierra College Center for Applied Competitive Technologies (CACT) (<http://sierracollegelearning.com/>) in celebration of National Manufacturing Day. "When I saw what employees were doing at Harris & Bruno, I thought that maybe I could do that kind of work," said Fredrickson. "At that point in high school, I didn't really have a career goal. The tour motivated me to go to Sierra College and study mechatronics."

This parallel between the classroom and workplace is intentional, according to Harris & Bruno International Director of Strategic Operations and Human Resources Leandra Wilson, “Employers serve on advisory committees for Sierra College programs,” said Wilson. “Mechatronics and engineering faculty members have been wonderful in taking our feedback and incorporating the workplace skills into the curriculum. They listen to our needs and we see the results when we hire technicians from Sierra College.”

Harris & Bruno offers attractive employment opportunities to students in technical classes, making schedules flexible and offering rotations in a variety of departments. “We work around the students’ schedules; they can work in the day, night, or weekend shifts part-time,” said Wilson. “It takes more time and effort to work with students but the effort is worthwhile because many of them stay on through university and after graduation. They can use what they learn at college in different departments and we help them match their abilities to positions that can shape their career paths.”

Fredrickson’s story exemplifies the goal of the Sierra College STEM Collaborative, according to CACT Director Carol Pepper-Kittredge. “With industry support, we work with innovative instructors to transform education and prepare students for advanced manufacturing careers,” said Pepper-Kittredge. “Dedicated community partners, like Harris & Bruno, are essential to making the connection between school and employment. It is a formula that works.”

Health Workforce Initiative: Los Angeles Region-Northern Region/New Graduate RN Transition to Practice Programs

The Health Workforce Initiative at Golden West College, coordinated by Deputy Sector Navigator Mary O’Connor, in Orange County, has funded 20 programs throughout the region from the summer of 2011 through the fall of 2013. All programs are in collaboration with the nursing programs and the cooperative work experience programs at each participating college. Participating colleges include: Saddleback College, Golden West College, Rio Hondo College,

Chaffey College, Riverside City College, Mt. San Jacinto College, and Los Angeles Harbor College. The programs are made possible with the support of local hospitals, their staff, educators, and administrators. The Health Workforce Initiative at Butte College also funded two programs in 2013 in the Northern Region with the collaboration of the nursing programs at Butte College and Sierra College.

The Health Workforce Initiative collaborated with the Local Workforce Investment Boards which can pay the students’ Cooperative Work Experience course tuition fees at the colleges. The Local Workforce Investment Boards were invited to student orientation at the college, where students completed the eligibility and enrollment into the Workforce Investment Act application process. Students who do not get hired after the Transition to Practice Program may choose to remain active with the Local Workforce Investment Board, which continues to assist in securing job placements for them. In some cases, the board can pay up to 50 percent of salary for up to six weeks for a student who is hired, which may make the student more appealing to industry than other applicants.

Program participants are nurses who have been out of school for 12 months or less, have a valid California RN license, and are unable to find positions as RNs. The program’s purpose is to improve the employability of these newly licensed nurses by providing an unpaid preceptored clinical experience as part of a cooperative work experience program at the community colleges. Participants are enrolled in this three- to four-unit college course, and are covered for workers’ compensation and liability insurance. Participants are required to provide documentation of all clinical requirements for background checks, malpractice insurance, physical exam, and immunizations as required by the college and facility.

Employers assisted in defining program strategy and goals and identified necessary skills and competencies to include in the program. Employers also identified and referred qualified candidates to the program.

Since the programs started in the summer of 2011, the Health Workforce Initiative has offered 22 programs with 389 new graduate RN participants

in collaboration with nine community colleges and 30 industry partners. Of those completing the program, 311 have been hired into RN positions, with an overall hire rate of 80 percent.

Advanced Transportation and Renewables Initiative: Statewide/Addressing Workforce Training Through an Industry/College Partnership

In concert with the overall guidance of the state's advanced transportation and energy sector navigator, three of the four advanced transportation and renewable energy deputy sector navigators have been an integral part of and provided critical workforce development program work for the Southern California Regional Transit Training Consortium (SCRTTC) (<http://scrttc.com/>). While initiated in Southern California, the Consortium now has over 27 transit operators, community colleges, and other educational institutions from not only Southern California, but central and northern California as well. This has provided an opportunity for an advanced transportation and renewable energy deputy sector navigator to consult on training programs throughout the state.

These organizations have joined together in a training resource network comprised of public and private organizations and focused on the development of standards, practices, and procedures for incumbent and new transit industry workers. With this approach, they have developed a new "Learning Model" to increase the professional and technical competency of the transit workforce.

Through combining the expertise of the transit organizations and community colleges, this initiative contributes to the creation and delivery of technical training specifically developed for the transit industry. This customized program is a key component to increased deployment of cleaner operating vehicles, greater fuel efficiency (reducing petroleum consumption), and smarter route management systems resulting in fewer miles traveled. In addition, the

knowledge and technical training skills acquired by the faculty result in improved on-campus technical training programs. In this manner, both the existing workforce and newly developing technicians attending the technical training programs are prepared to address an ever-changing transit technology.

Southern California deputy sector navigators are all board members of the organization and thereby undertake critical roles in the development and provision of workforce training programs. For example, faculty at San Diego Miramar College worked with senior transit technicians to develop two advanced level electrical training courses and assisted in the piloting of a new electrical online training course in 2013.

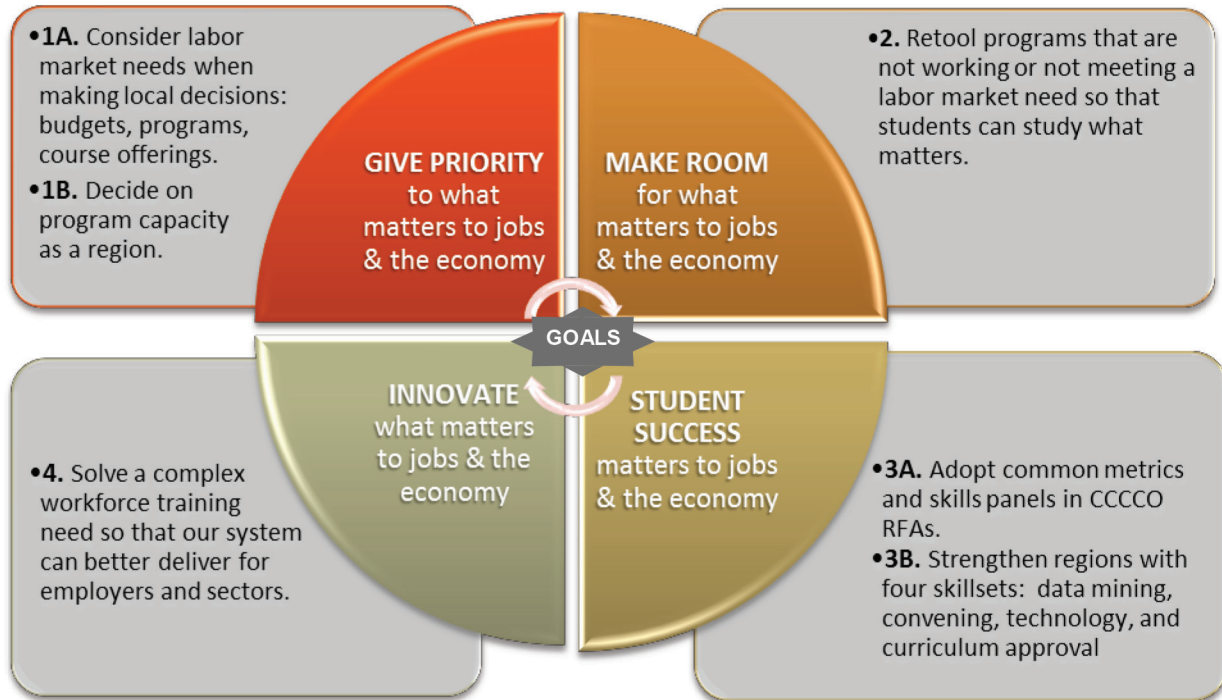
Effective technical training program and delivery is a principal focus of the organization. Course development includes a beta-delivery to ensure the materials meet industry needs and skill-set requirements. It is followed by a train-the-trainer effort to ensure course delivery is appropriately and consistently presented. This combined effort is producing tangible results for the transit industry. For example, over 560 technicians and 8,500 hours of technical training were provided, based on 2013 Southern California Regional Transit Training Consortium information.

CONCLUSION

During 2012-13, EWD continued its commitment to provide training and technical assistance to California's students, colleges, workers, employers, and entrepreneurs. The strength of the program stems from the continued support of industries and organizations that see the value in economic development. Moreover, EWD helps to serve regional economic workforce employment needs.

Lastly, the EWD program has also played a valuable role in the California Community Colleges Chancellor's Office Workforce and Economic Development Division's framework for Doing What Matters for Jobs and the Economy. This effort addresses the structural skills

Doing What Matters for Jobs and the Economy



mismatch facing California's workforce. Through a four-pronged effort to inform local decision making, this program addresses the needs of regional economies, and focuses on competitive and emerging industry sectors.

Through these combined efforts, the EWD program embraces the challenge to develop, sustain, and advance California's economic growth and global competitiveness in the future.

EWD PROGRAM ADVISORY COMMITTEE

The Economic Development Program Advisory Committee (EDPAC) and Workforce and Economic Performance Advisory Committee (WEDPAC) are bodies that advise EWD. EDPAC is complemented by WEDPAC. While EDPAC meets the statutory requirements of SB 1402, WEDPAC advises the Chancellor's Office as it executes on the Doing What Matters for Jobs and the Economy framework. These advisory committees meet conjointly. Membership on either of these boards carries roles, responsibilities, and a significant commitment of time.

WEDPAC

Van Ton-Quinlivan - Vice Chancellor, Workforce & Economic Development Division, California Community Colleges Chancellor's Office

Dr. Parminder Jassal - Executive Director, ACT Foundation Philanthropy

Debra Jones - Dean, Career Education Practices, California Community Colleges Chancellor's Office

Dr. Deborah Malumed - Family Medicine Physician, Southern California Permanente Medical Group, Board of Governors with Industry Background

Christopher Marshall - Monterey Peninsula College Student Representative

Wheeler North - Academic Senate, San Diego/Miramar College CTE Faculty

Linda Rose, Ed.D. - Vice President of Academic Affairs, Santa Ana College CIO Representative

Gurbax Sahota - President & CEO, California Association for Local Economic Development Economic Development

EDPAC

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Office of International Trade
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Cynthia Bagwell - Director of Training, Taco Bell Corporation
Retail/Hospitality/Tourism “Learn & Earn”

Beth Devin - EVP, Chief Technology Officer, Manilla, LLC
Information Communication Technology (ICT)/Digital Media

Chris Flask - Vacaville Business & Operations Support Senior
Manager, Operational Excellence, Genentech, Inc.
Life Sciences/Biotechnology

Pat Fong-Kushida - President/CEO, California Asian
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Mary Kimball - Executive Director, Center for Land-Based
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Dr. Andrew C. Jones - Chancellor, Coast Community
College District, Orange County

Joel Kinnamon - Superintendent/President, College
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Dr. William (Bill) Scroggins - President & CEO, Mount
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Chancellor Brice W. Harris would like to acknowledge
and thank those individuals who have made significant
contributions to this report.

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Appendix A

Statewide Strategic Priority Initiatives

Advanced Manufacturing and Advanced Technology

Advanced Transportation and Renewable Energy
(formerly Advanced Transportation Technology
& Energy)

Agriculture, Water and Environmental Technologies
(formerly Environment, Health, Safety and Homeland
Security Training)

Energy (Efficiency) & Utilities

Global Trade and Logistics (Centers for International
Trade Development - CITD)

Health (Health Workforce Initiative)

Information & Communication Technologies (ICT)/
Digital Media (formerly Interactive Internet &
Mobile Applications for Business)

Life Sciences and Biotech (formerly California
Biotechnology Initiative – Biotech Training &
Education)

Retail/Hospitality/Tourism ‘Learn and Earn’
(formerly Workplace Learning Resource Centers)

Small Business (formerly Business &
Entrepreneurship Center)

Statewide Strategic Priority Initiatives

There are 10 priority sectors for the emerging Doing What Matters Initiative for which the EWD program provides a variety of solutions for business development workforce training needs. These priority sectors replace the previous initiatives. The current sectors are:

- Advanced Manufacturing and Advanced Technology
- Advanced Transportation and Renewable Energy
- Agriculture, Water and Environmental Technologies
- Energy (Efficiency) and Utilities
- Global Trade and Logistics
- Health
- Information and Communications Technologies (ICT)/Digital Media
- Life Sciences/Biotech
- Retail/Hospitality/Tourism ‘Learn and Earn’
- Small Business

Advanced Manufacturing and Advanced Technology -

http://www.ccewd.net/initiative_cact.cfm

EWD’s industry-specific workforce services are coordinated by deputy sector navigators who align community college and other workforce development resources with the needs of industry sectors. This approach produces highly specialized industry training, technical consulting, and business development. Advanced manufacturing businesses can access the Centers for Applied Competitive Technologies that are dedicated to innovative solutions customized to individual business needs. EWD’s grant programs and leveraged partnerships allow it to offer the most cost-effective workforce training and consultative services for California’s advanced technology businesses. The program has the same goals as California businesses—“when you succeed, we succeed.” Program benefits include:

- A better return on workforce investment;
- Greater profitability and improved quality;
- Increased productivity and reduced waste;
- College approved curriculum and excellent training expertise;
- Unbiased professional evaluation;
- Access to advanced technology;
- Competitive pricing due to leveraged public sector funding;
- High performance employees; and,
- Improved employee safety and reduced hazards

Statewide Director: José Anaya
Project Monitor: Katie Faires

Advanced Transportation and Renewable Energy (formerly Advanced Transportation Technology & Energy)

http://www.ccewd.net/initiative_atte.cfm

Advanced Transportation and Renewable Energy represents an array of clean energy technologies forming a critical part of California's strategy to reduce its climate change impact, as well as grow a robust green economy. California has always been a world leader in clean energy technologies but to increase our competitiveness a superior workforce skilled in rapidly changing clean energy technologies must exist. The goal of the Advanced Transportation and Renewable Energy (ATRE) Sector, and the focus of its state-level sector navigator and regionally focused deputy sector navigators, is to help drive creation of a skilled workforce. ATRE:

- Responds – to California's Environmental Challenges
- Creates – Transportation and Energy Training and Curriculums
- Transforms – through Innovations in New Technologies

Statewide Director: Peter Davis
Project Monitor: John Dunn

Agriculture, Water and Environmental Technologies (formerly Environment, Health, Safety and Homeland Security Training)

http://www.ccewd.net/initiative_etc.cfm

Agriculture, Water and Environmental Technologies (AWET) businesses can access the Environmental Training Center for Services.

The AWET sector provides a foundation for careers in the agriculture industry: curriculum development in emerging careers; state-aligned C-ID curriculum supporting transfer model degrees; food safety auditing training; professional development for educators; and statewide collaboration of secondary, community college, and university educators.

Furthermore, the AWET sector provides assistance for water-focused projects: career pathways; employer surveys to identify water job, education, and experience requirements for each position; enhanced collaboration of educators in the water/wastewater field; a statewide curriculum that prepares for industry certification in irrigation; and faculty development and training.

Statewide Director: Richard Della Valle
Project Monitor: Jean Claude Mbomeda

Energy (Efficiency) & Utilities

http://www.ccewd.net/initiative_energy.cfm

EWD's grant programs and leveraged partnerships allow it to offer the most cost-effective workforce training and consultative services for California's energy (efficiency) and utility businesses.

The Energy Efficiency and Utilities Sector provides a single point of contact for industry to meet its workforce needs through the California Community Colleges. With assistance from this sector, new knowledge and skills can be gained for all energy efficiency and utility workers so that the workforce in this field can apply for jobs in natural gas, water, and wastewater utilities. Additionally, this sector focuses on work-

force development to meet the mandates of AB 32, the California Global Warming Solutions Act. This workforce sector addresses electrical, mechanical, and construction technologies to improve energy efficiency in buildings.

Statewide Director: Jim Caldwell
Project Monitor: John Dunn

Global Trade and Logistics (Centers for International Trade Development - CITD)

http://www.cccewd.net/initiative_citd.cfm

Global Trade and Logistics businesses can access the Centers for International Trade Development (CITD) which is dedicated to serving California's international trade companies with innovative solutions customized to the needs of each business.

CITD has 10 community college-based locations across California to assist businesses in expanding globally while helping individuals and students to advance their knowledge of global business and colleges to internationalize their curriculum. The centers also manage the California State Trade and Export Promotion program (California STEP), which is one of the largest state-based export promotion efforts in the United States. CITD:

- Delivers – Export and Import Programs
- Informs – Transaction & Regulatory Assistance
- Expands – International Marketing Opportunities & Resources

The Centers for International Trade Development (CITD) has 14 offices across California and assists thousands of companies annually in conducting international business. Its free or low-cost programs and services include one-on-one technical assistance and consulting, market research, training and educational programs, trade leads, and special events.

Statewide Director: Jeff Williamson
Project Monitor: Carol Jong

Health (Health Workforce Initiative)

http://www.cccewd.net/initiative_hwi.cfm

Health care businesses can access the Health Workforce Initiative (HWI) dedicated to serving California's health care companies with innovative solutions customized to their unique needs. HWI identifies the workforce needs of California's health care delivery systems and develops solutions through a comprehensive problem-solving process that includes assessment and analysis, planning and development, and implementation and evaluation. It also provides education and training programs to meet emerging demands for California's health care industry workers; to determine needs while facilitating the development of innovative solutions; and to evaluate and initialize health-related educational programs. HWI:

- Expands – California's Vital Health Care Workforce
- Trains – Health Care Job Analysis and Curriculum Development
- Partners – Solving Challenges in Health Care

Statewide Director: Linda Zorn
Project Monitors: Brenda Fong, Rita Levy, and JoAnne Vorhies

Information & Communication Technologies (ICT)/Digital Media (formerly Interactive Internet & Mobile Applications for Business)

http://www.cccewd.net/initiative_iima4biz.cfm

EWD is an integral part of the California Community Colleges and its Doing What Matters for Jobs and the Economy framework, investing funding and resources in information and communication technology and digital media.

ICT/Digital Media serves both business and the learning public of California. Accordingly, its assessment of the industry and the workforce calls for it to develop and communicate career pathways for experienced adults, as well as high school graduates.

Both users and producers face a continuing rapid evolution of technology that renders the in-demand skills of today the minimum skills of tomorrow. The ICT-Digital Media Sector Team is a first ever-statewide community college organization of education workforce professionals focused on supplying in-demand skilled worker solutions for business challenges.

Statewide Director: Steven Wright
Project Monitor: TBD

Life Sciences and Biotech (formerly California Biotechnology Initiative – Biotech Training & Education)

http://www.cccewd.net/initiative_biotechnology.cfm

Life science and biotechnology businesses can access the Biotechnology Initiative (BI) dedicated to serving California's companies with innovative solutions customized to respective business needs. BI serves the workforce needs of the biotechnology and biosciences communities in California. The statewide and regional directors of the CalABC program partner with local and regional industry professionals to design skill-based instruction for employer needs; provide employees for both established and start-up bioscience companies, including bioscience company incubators; work with legislative, governmental, and economic development agencies regarding the bioscience workforce; and partner with biotechnology industry organizations on workforce issues. Emphasis is placed on biotech skills training and education, biological research, and bioscience manufacturing. BI:

- Collaborates – Connecting Community Colleges with Industry Needs
- Facilitates – Program Development and Customized Training
- Initiates – Students and Biotech Professionals

Statewide Director: Sandra Slivka
Project Monitor: JoAnne Vorhies

Retail/Hospitality/Tourism 'Learn and Earn' (formerly Workplace Learning Resource Centers)

http://www.cccewd.net/initiative_wplrc.cfm

Retail/Hospitality/Tourism/'Learn & Earn' businesses can access the Workplace Learning Resource Initiative - Learn & Earn, which is dedicated to serving the sector with innovative solutions customized to business needs. The retail, hospitality, and tourism industries employ over 3 million people in California and are expected to add an additional 390,000 jobs by 2015. This rapid growth, combined with the large number of workers already employed in these sectors, provide an opportunity for the California Community Colleges to deliver education and training that addresses the needs of industry and helps advance California's economy. This program:

- Upgrades – Onsite Workforce Skills Instruction
- Enhances – Job Retention, Career Readiness and Career Advancement
- Improves – Productivity through Basic Workforce Skills Training

Statewide Director: Philip Sutton
Project Monitor: Laura Casillas

Small Business (formerly Business & Entrepreneurship Center)

www.cccewd.net/initiative_business_entrepreneurship.cfm

Small businesses can access the Business Entrepreneurship Center (BEC) Initiative dedicated to serving California's small businesses with innovative solutions customized to each organization's mission. With specific encouragement to youth entrepreneurship, BEC works with private, public, and non-profit resources to build strong, sustainable, and successful businesses. The end result is wealth creation, job creation and retention, and better economic health in California. By partnering with local, well-respected businesses, growth organizations, and community colleges, BEC,

and the entrepreneurs it serves, can tap into an abundance of resources and know-how. In this way, BEC enhances the long-term growth and viability of these companies. The BEC:

- Strengthens the entrepreneurial spirit in California by encouraging young people to engage in entrepreneurship as a legitimate lifetime career path;
- Assists with regional and statewide efforts to increase the success of business through partnerships and collaborations with industry, education, and government; and,
- Expands entrepreneurship curriculums across the community colleges.

Lastly, BEC supports local economic development corporations, chambers of commerce, community-based business outreach centers, and other community-based organizations whose primary mission is to assist small businesses. Centers are strategically placed throughout California to serve customers.

Statewide Director: Charles Eason

Project Monitor: Maureen White



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