Leveraging Strong Workforce to Build a Regional Infrastructure for Student Success
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San Diego/Imperial Counties
Regional Consortium
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Strong Workforce Programs
San Diego Miramar College
WHO IS SDICCC?
A united consortium, dedicated to providing quality programs to help all students in San Diego and Imperial Counties achieve career success.

The 10 Community Colleges in San Diego and Imperial Counties are:

- Cuyamaca College
- Grossmont College
- Imperial Valley College
- MiraCosta College
- Palomar College
- San Diego City College
- San Diego Continuing Education
- San Diego Mesa College
- San Diego Miramar College
- Southwestern College
REGIONAL STRATEGY IS PART OF THE STATEWIDE EFFORT

$250 million investment in Career Education by the State of California

Goal: Create 1 million more middle-skill workers to produce a job-ready workforce for employers and enable social mobility for more Californians
WHAT ARE MIDDLE-SKILL JOBS?

MIDDLE-SKILL JOBS REQUIRE

MORE than a high school diploma

LESS than a 4-year degree
SKILLS GAP = OPPORTUNITY

A shortage exists of qualified middle-skill workers to fill these jobs. Gaps exist in:

• 88 of the top 100 middle-skill job categories in San Diego

• 91 of the top 100 middle-skill job categories in Imperial
MIDDLE-SKILL JOBS PAY WELL

Median hourly rate in
San Diego County

- ALL JOBS: $19.30
- ALL MIDDLE-SKILL JOBS: $22.10
- TOP MIDDLE-SKILL JOBS: $26.70 or $56,000 annually

Median hourly rate in
Imperial County

- ALL JOBS: $14.42
- ALL MIDDLE-SKILL JOBS: $19.25
- TOP MIDDLE-SKILL JOBS: $23.96 or $49,800 annually
REGIONAL INDUSTRY SECTORS WITH THE GREATEST NEED FOR MIDDLE-SKILL WORKERS

• Advanced Manufacturing
• Advanced Transportation and Logistics
• Agriculture, Water, and Environmental Technologies
• Energy, Construction, and Utilities
• Health
• Information and Communication Technology (ICT) and Digital Media
• Life Sciences and Biotechnology
• Business and Entrepreneurship
CAREER EDUCATION is...
PATHWAY TO THESE JOBS

> 200 PROGRAMS
OFFERS MORE THAN 200 PROGRAMS

10 COMMUNITY COLLEGES TO CHOOSE FROM

100k STUDENTS
SERVES MORE THAN 100,000 STUDENTS / YEAR
CAREER EDUCATION is...

CONNECTIONS

- More hands-on learning, outside the classroom
- Faculty & instructors with experience in their field
- Get connected to employers via internships, apprenticeships, & work experience
CAREER EDUCATION is...

EMPLOYMENT

71%

ARE EMPLOYED ONE YEAR AFTER finishing their program
FOCUSING ON THE STUDENT EXPERIENCE
INVESTMENTS

Employment Readiness
Marketing
Pathway Navigation
Job Placement
Work-Based Learning
Improving the Student Experience
Faculty Institute & Research
FROM THE COLLEGE PERSPECTIVE

SAN DIEGO MIRAMAR COLLEGE

Supported by
ACTIVITY

Designing the Big Picture

- What are the common goals?
- Who are the leaders?
- What are strengths to be leveraged?
IMPACT OF INVESTMENTS
# Measuring Return on Investment

<table>
<thead>
<tr>
<th>WHAT We Measure</th>
<th>1. ADS TO CLICKS</th>
<th>2. CLICKS TO APPLY</th>
<th>3. APPLICATIONS TO ENROLL</th>
<th>4. ENROLLMENTS TO COMPLETIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHERE It Happens</td>
<td>CareerEd.org</td>
<td>All Institution Websites</td>
<td>CCCApply</td>
<td>All Institutions</td>
</tr>
<tr>
<td>HOW It Happens</td>
<td>Marketing Campaign</td>
<td>Referrals from CareerEd.org and other sources</td>
<td>Referrals from College Sites</td>
<td>All Institutions (Student Retention, Success &amp; Support, On-boarding)</td>
</tr>
<tr>
<td>WHO Is Responsible</td>
<td>Marketing</td>
<td>Marketing</td>
<td>Individuals Institutions</td>
<td>All Institutions</td>
</tr>
</tbody>
</table>
ENROLLMENT DATA TOTALS (DataMart)

Number of Total CTE Enrollments

CTE Course Enrollments between 2015-16 to 2017-18

Source: DataMart

<table>
<thead>
<tr>
<th>School Year (Fall to Summer Term)</th>
<th>Number of Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td>262,902</td>
</tr>
<tr>
<td>2016-17</td>
<td>263,897</td>
</tr>
<tr>
<td>2017-18</td>
<td>265,956</td>
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</tbody>
</table>
EMPLOYMENT READINESS & JOB PLACEMENT

Career Development Activities

- Career assessments
- Career research
- Workplace orientation
- Resume building
- Interview training
- LinkedIn profile development

Career Development Opportunities (Students Served)
Source: Multiple college-level sources reported
*2018-19 are preliminary estimates

<table>
<thead>
<tr>
<th>Year</th>
<th>Students Served</th>
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<tbody>
<tr>
<td>2015-16</td>
<td>9,513</td>
</tr>
<tr>
<td>2016-17</td>
<td>9,957</td>
</tr>
<tr>
<td>2017-18</td>
<td>15,414</td>
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<tr>
<td>2018-19</td>
<td>18,475</td>
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</tbody>
</table>
EMPLOYMENT READINESS & JOB PLACEMENT

Work-based Learning Opportunities (Students Served)
Source: Multiple college-level sources reported
*2018-19 are preliminary estimates

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19*</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>5,002</td>
<td>5,277</td>
<td>11,729</td>
<td>13,564</td>
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</tbody>
</table>

Work-based Learning Activities

- Informational interviewing
- Industry speakers
- Job shadowing
- Service learning
- Workplace tours
- Career fairs
- Internships
- Clinical experiences
CTE Degrees and Certificates Awarded

CTE Degrees and Certificates Awarded by Type
2015-16 to 2017-18
Source: DataMart

<table>
<thead>
<tr>
<th>Type of Degree Awarded</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA/AS</td>
<td>2,874</td>
<td>2,823</td>
<td>3,034</td>
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<tr>
<td>AAT/AST</td>
<td>1,291</td>
<td>1,571</td>
<td>1,905</td>
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<tr>
<td>Certificate &lt; 30 units</td>
<td>2,795</td>
<td>2,767</td>
<td>3,747</td>
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<tr>
<td>Certificate 30 units and more</td>
<td>1,671</td>
<td>1,487</td>
<td>1,405</td>
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</tbody>
</table>

EMPLOYMENT READINESS & JOB PLACEMENT
ACTIVITY

Measuring your Investment

What LEADING indicators are you using?

What LAGGING indicators are you using?

How are these integrated with other work?
LEARN MORE. EARN MORE. WITH CAREER EDUCATION.

Visit CareerEd.org