

COLLEGE OF
MARIN



DECEMBER 1, 2022

Career Technical Education Committee (CTEC)

CTEC

AGENDA

- 1 | Introductions, Overview of CTEC Charge
- 2 | Career Technical Education Chancellor's Office Data and Resources
- 3 | Local, Regional, Statewide Career Education Efforts
- 4 | CTE Funds/Investments/Impact
- 5 | Committee Feedback
- 6 | MCOE CTE Center & K-14 SWP



Introductions

Name, Place of Work, Position

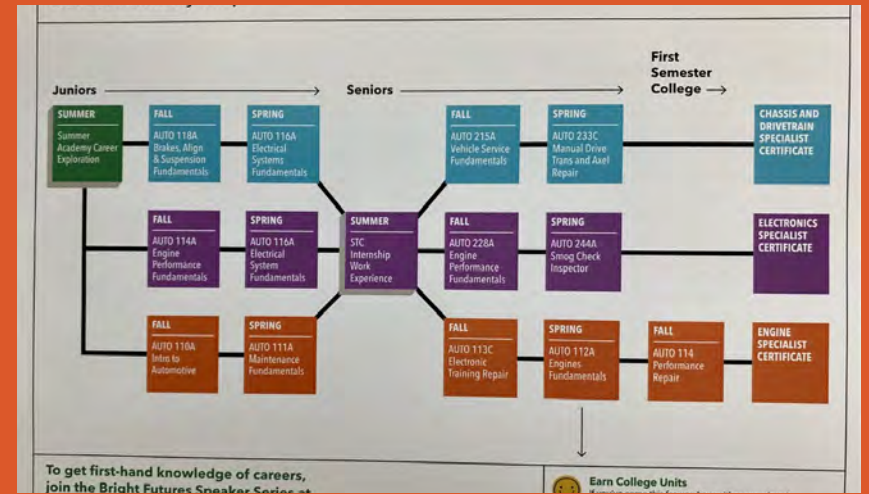


HELLO.

Why CTEC?

Purpose

- Provide an institutional hub and centralized space for all matters CTE related.
- Enhance institutional efforts by supporting the development and delivery of successful CTE programs that engage students and connects them to their educational and employment goals.



Why CTEC?

Responsibilities of Committee

- Build awareness of career education programs, initiatives, opportunities and challenges.
- Provide updates on college-wide local, regional, state and federal CTE matters
- Identify growth and funding opportunities that are in alignment with the college's mission, students' needs and industry demands
- Develop, review and communicate timelines, guides, forms and recommendations for the Strong Workforce allocation cycle.
- Make recommendations to PRAC for resource allocations and funding
- At least annually, examine college, regional and state-wide data with attention to performance and outcomes.





SWAC /CTEC Comparison

Strong Workforce Advisory Committee (SWAC)

1. Convened as a committee with a few internal staff members as resources
2. Focused on Strong Workforce Categorical funds
3. Reviewed and discussed faculty proposals
4. Recommended Strong Workforce-funded projects and programs to PRAC

Career Technical Education Committee (CTEC)

1. Convene internal and external stakeholders
2. Explore opportunities for grants
3. Build more awareness of career education: opportunities, successes and challenges
4. Play a larger role in the conversation about community and high school partnerships
5. Review CTE data for performance outcomes

Career Technical Education Chancellor's Office Data and Resources

Holley Shafer & Katie Mills



Local, Regional, Statewide Career Education Efforts

Alina Varona



CTE Funds/Investments/Impact

Katheryn Horton

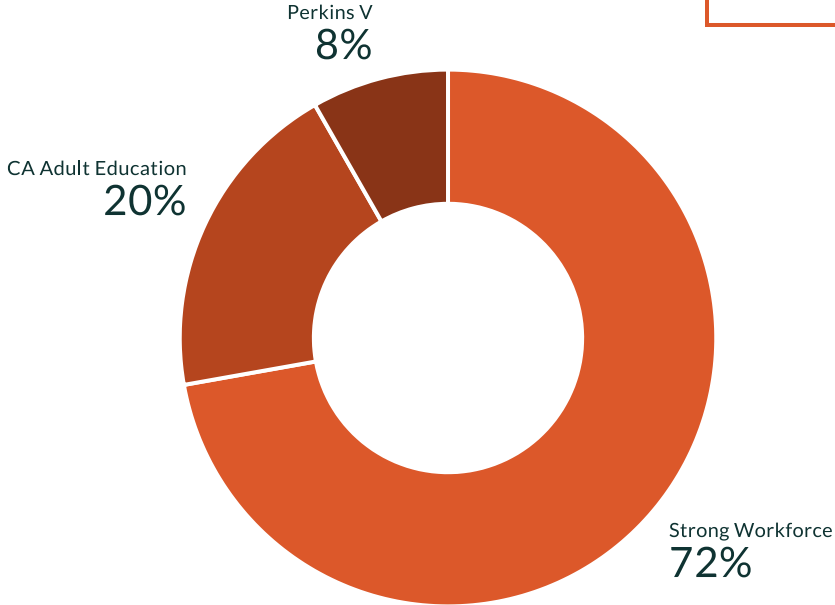


I FEEL
LIKE
MAKIN'
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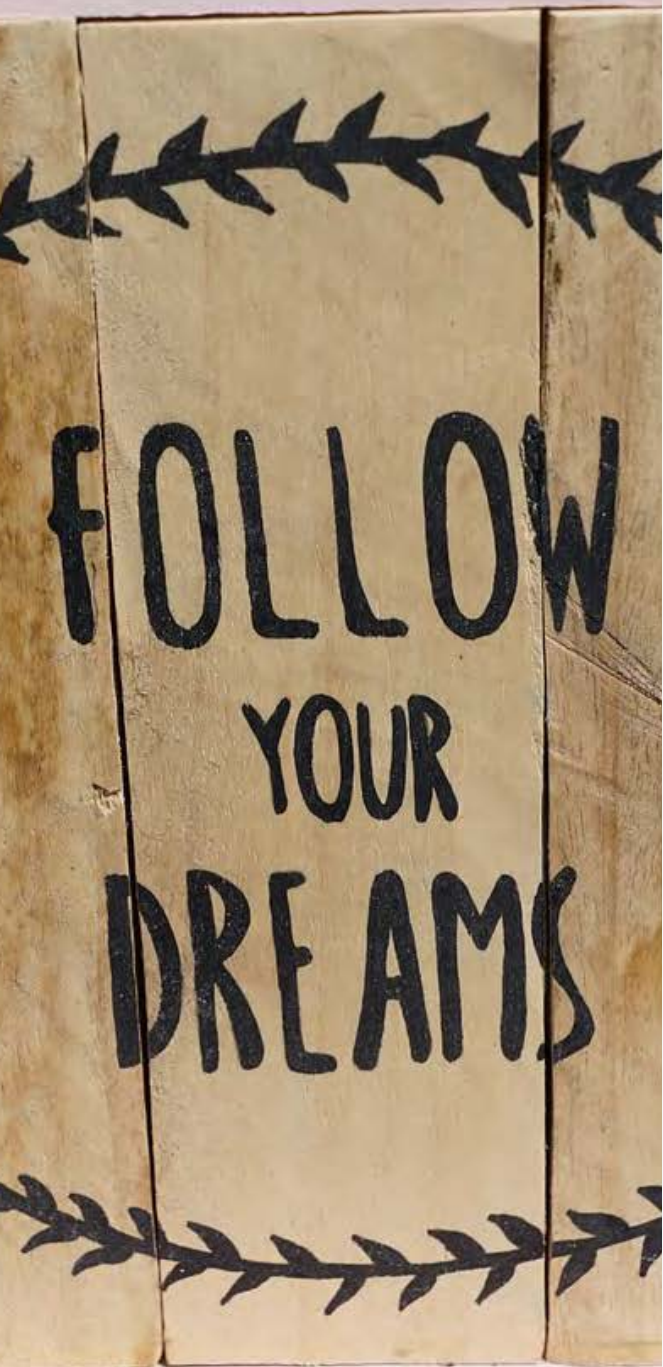
COM Categorical Funds Invested

Percentage from each categorical funding stream

ANNUAL BUDGET
\$1.15 mil



Strong Workforce: \$840,000
Perkins: \$93,000
Adult Education: \$222,000



Perkins V

1. Emphasizes high-skill, high-wage, high-demand occupations to enable students to secure employment upon completion of their training.
2. Requires data-driven decision-making.
3. Enhances efforts to serve special populations.
4. Encourages innovation.

Adult Education

1. Prepares adult students (18 and older) no matter where they are in their educational journey.
2. ESL
3. Non-credit CTE
4. GED/HS Diploma
5. Parent/Student Support

Strong Workforce

1. Expands the availability of quality community college career and technical education programs
2. Increases CTE enrollments/completions
3. Improves CTE student employment outcomes
4. Focuses on data-driven outcomes rather than activities, along with an emphasis on innovation and risk-taking

Increase Social Mobility and Fuel Regional Economies with Skilled Workers



2021-22 Investments



Bright Spots

Workforce Development

Workforce Training

- Education 2 Career Short Term CTE, Construction Fundamentals in partnership with Canal Alliance
- Certified Nursing Assistant Program Development

K-12 Connections

- Summer Career Academy program with MCOE
- Dual Enrollment CTE courses
- Continuation HS Career Exploration and CTE pathway counseling

Outreach and Communications

- Program visibility campaign for registered dental assisting
- Community program mailers in partnership with Community Education
- Advertising and Social media

- **COM Counselor in Marin Continuation High Schools**

68 students served

31 educational plans created

10 students applied to COM

1-on-1 coaching and planning

- **Campaign to increase male enrollments in the Registered Dental Assisting Program**

Male Dental Assisting Program Enrollments:

Fall 2020 - 1, Fall 2021 - 4, Fall 2022 - 6

TikTok, social media posts, ads in publications

Shows value of direct campaign: specific and targeted

Replicable Campaign

- **Summer Career Academies**

354 Applicants: 189 White, 143 Latino, 22 Asian, 10 African American

Gender: 194 male, 158 female

170 Student earned college credits

33% of students enrolled at COM Fall 2022 semester

- **Education 2 Career - Construction**

From Fall 2018-Spring 2022:

171 Enrolled (12 cohorts)

134 Graduated (78% retention rate)

103 Achieved Employment Gain

95% Latino

6% female

Replicable Program (CNA)



IMPACT!

Aligned with COM's Educational Master Plan: Working 1-on-1 with K-12 students, more dual enrollment for under-served populations, addressing community needs, serving immigrant population of Marin

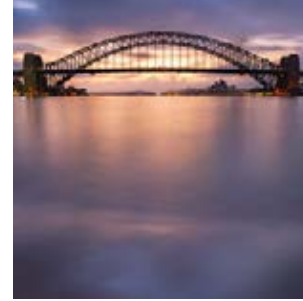
2021-22 Investments



ESL Tutors



COM Transition Counselor
@ Adult Schools



ESL Summer Bridge



More clinical sections for
nursing students



4k UHD video production
equipment for Multimedia



Virtual Reality for Auto



Microsoft Office
Certifications



CTE Marketing &
Advertising



2022-23 Investments



COM Counselor in 4 Marin Comprehensive High Schools



50% Program Coordinator - Career Services



ESL Hospitality Workshops



Quickbook Certification



New CNA Program



ICE House - Entrepreneurial Mindset



Early Childhood Education Apprenticeship



Equipment for Machine Metals Program



Fire Foundry Support



Career Tools: Handshake, EMSI, Qualtrix



50% Research Analyst



Committee Feedback


What piqued your interest?

What would you like to re-visit?

Possible learnings/discussion items: Deep dives into: Summer Career Academies, Apprenticeships, Dual Enrollment, COM Counselors in High Schools, ESL-to-Career Transitions

New K-12 CTE Center & K-14 Strong Workforce Plans

Jesse Madsen, Araceli Nunez

A wooden sign with the text "LOVE WHAT YOU DO AND DO WHAT YOU LOVE" in red and black letters. The sign is mounted on a wooden frame and is part of a larger display. To the right, a portion of a black sign with white decorative scrollwork is visible. The background of the image is orange.

LOVE
WHAT YOU DO
AND
DO WHAT YOU
LOVE