

COLLEGE OF

MARIN

DREAM. LEARN. ACHIEVE.

**CAREER EDUCATION AND WORKFORCE DEVELOPMENT
PLANNING AND RESOURCE ALLOCATION COMMITTEE PRESENTATION
SPRING 2023**

LOCAL, REGIONAL, & STATE LANDSCAPE

CALIFORNIA COMMUNITY COLLEGE CAREER EDUCATION AND WORKFORCE DEVELOPMENT OVERVIEW

PREPARE STUDENTS WITH SKILLS FOR 21ST CENTURY JOBS, CAREERS, AND THE FUTURE OF WORK

DEGREES AND CERTIFICATES

- Create Pathways & Support Momentum

SHORT TERM TRAINING AND WORKFORCE DEVELOPMENT

- Respond In-Time to Labor Market Needs and Connect to Employment

NON CREDIT EDUCATION

- Ladder and Bridge to Basic Skills, Work, and Credit

2.1 MILLION STUDENTS AT 116 COLLEGES

[HTTPS://WWW.CCCCO.EDU/ABOUT-US/CHANCELLORS-OFFICE/DIVISIONS/WORKFORCE-AND-ECONOMIC-DEVELOPMENT](https://www.cccco.edu/about-us/chancellors-office/divisions/workforce-and-economic-development)

CREATING PROGRAMS AND IDENTIFYING OPPORTUNITIES



A DECISION MAKING FRAMEWORK



CALIFORNIA STATE PLAN FOR CAREER TECHNICAL EDUCATION

SUPPLY THAT MEETS DEMAND

- California is the most populous state – with the highest Gross Domestic Product and one of the most diverse economies in the United States
- CTE system must align the supply of talent with the skills that are in demand.

EFFECTIVE DELIVERY AND SUPPORT

- Ensure key components of CTE pathways (work-based learning and dual enrollment) are delivered effectively and equitably
- Provide learners and workers a wide range of opportunities to demonstrate and validate what they have learned outside the education system
- Intentional, individualized supports for students and workers

DATA INFORMED INVESTMENTS

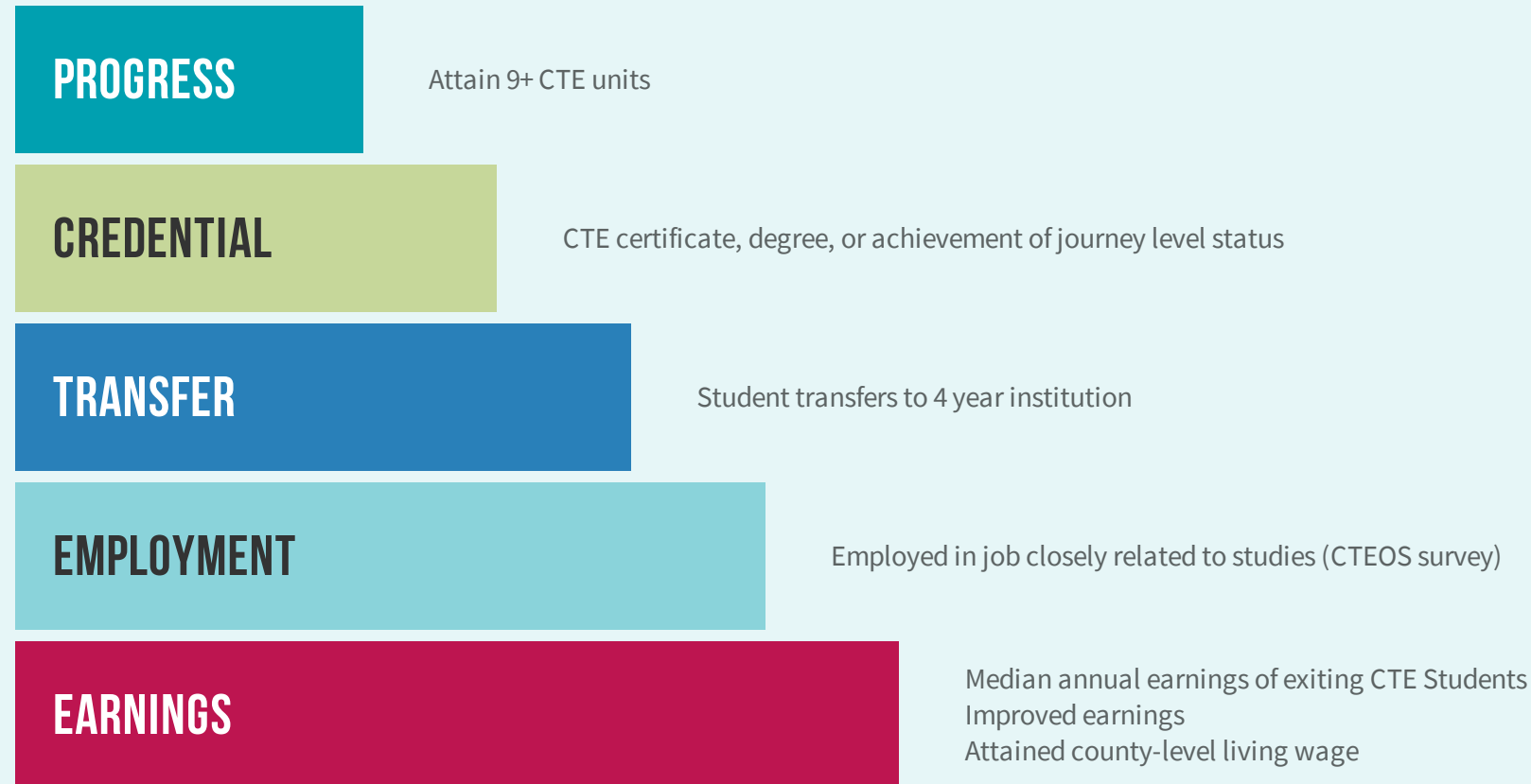
- Improve data collection and develop more streamlined and efficient data collection processes
- Conduct research on how to improve systems that support college and career pathway
- Build capacity to use data effectively, regularly among stakeholders

SYSTEMS ALIGNMENT

- Align systems to close skill, employment, and equity gaps
- Secondary, post secondary, workforce agencies, employers, alternative ed, community based organization
- Funding focused on systems alignment and integration

THE STRONG WORKFORCE PROGRAM (SWP): STATE CATEGORICAL FUNDING TO SUPPORT MORE AND BETTER CAREER EDUCATION FOR CALIFORNIA

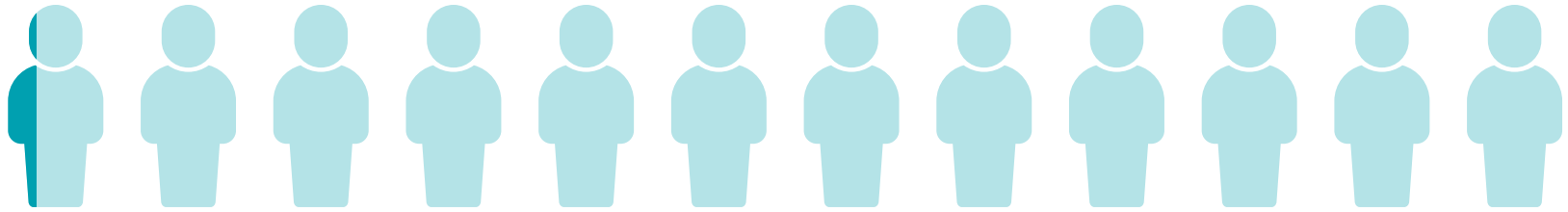
What Guides Funding Decisions?



RECORD HIGH EMPLOYMENT

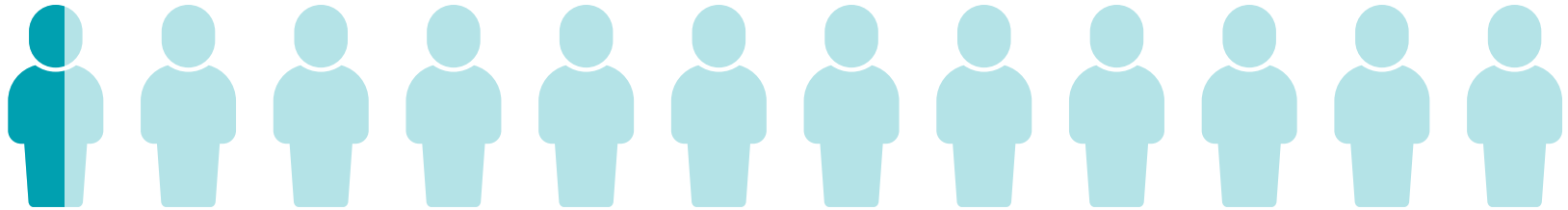
MARIN COUNTY: UNEMPLOYMENT RATE

2%



Marin County (2.4% Feb 2020 and 11.9% April 2020)

4%



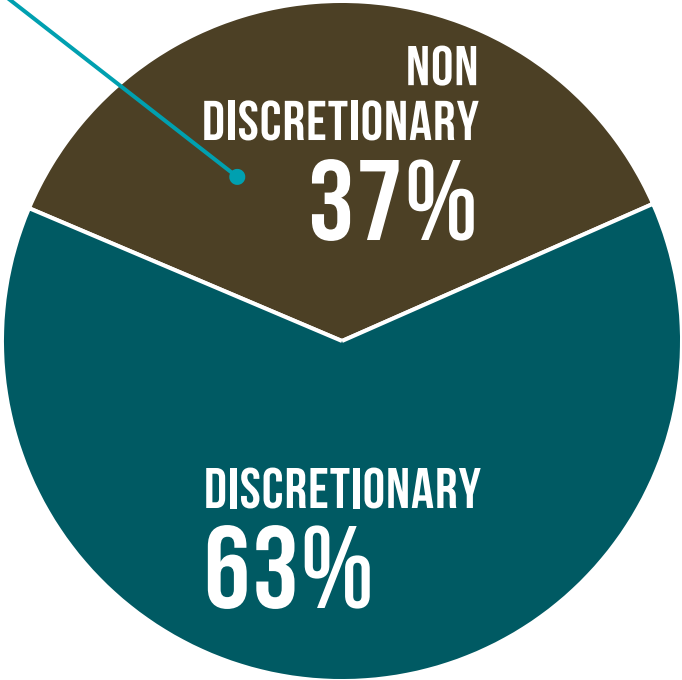
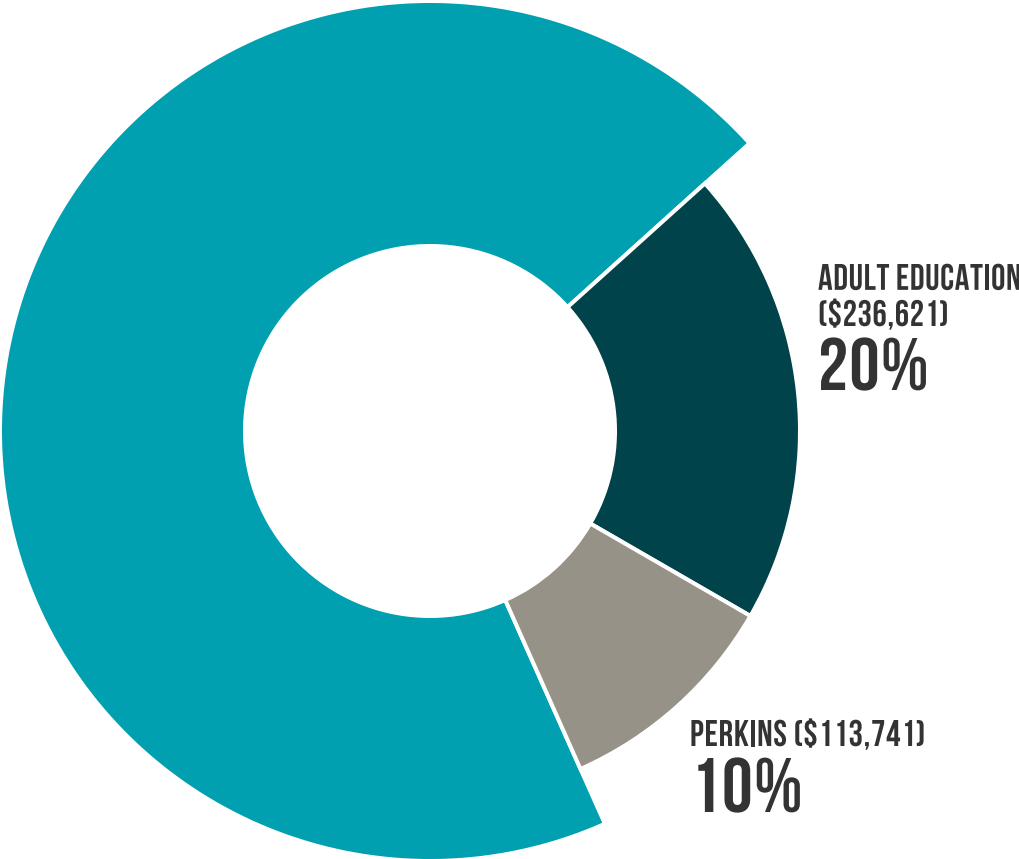
Statewide

BUDGET OVERVIEW

BUDGET: DISTRICT GRANT AND CATEGORICAL FUNDS

100% 1 FT DIRECTOR (VACANT), 1 PROGRAM COORDINATOR @100%, 1 PROGRAM COORDINATOR @ 50% CAREER SERVICES COORDINATOR @ 50% PT COUNSELING SUPPORT, RESEARCH ANALYST 50% (VACANT)

STRONG
WORKFORCE
(\$822,337)
70%



AREA OVERVIEW

CAREER EDUCATION PROGRAMS



- **ADMINISTRATION OF JUSTICE**

- **AUTO & INDUSTRIAL**

Auto Collision Repair; Auto Technology;
Electronics; Machine & Metals; Welding

- **COMPUTERS & MULTIMEDIA**

Computer Information Systems; Graphic
Design; 3D, Video, Game Dev; Web Design and
Development; MS Office Specialist
Certification

- **COURT REPORTING**

- **ALLIED HEALTH**

EMS, Dental, Medical Assisting; FIRE Foundry,
Certified nursing assistant-certified home
health aide

- **ORGANIC FARM/GARDENING**

- **EDUCATION 2 CAREER (E2C)
CONSTRUCTION**

- **SUMMER CAREER ACADEMIES**

- **SHORT-TERM CAREER
TRAINING PROGRAMS (12
WEEKS)**

Business Start-Up, E-Commerce and Social
Media, Small Business Management

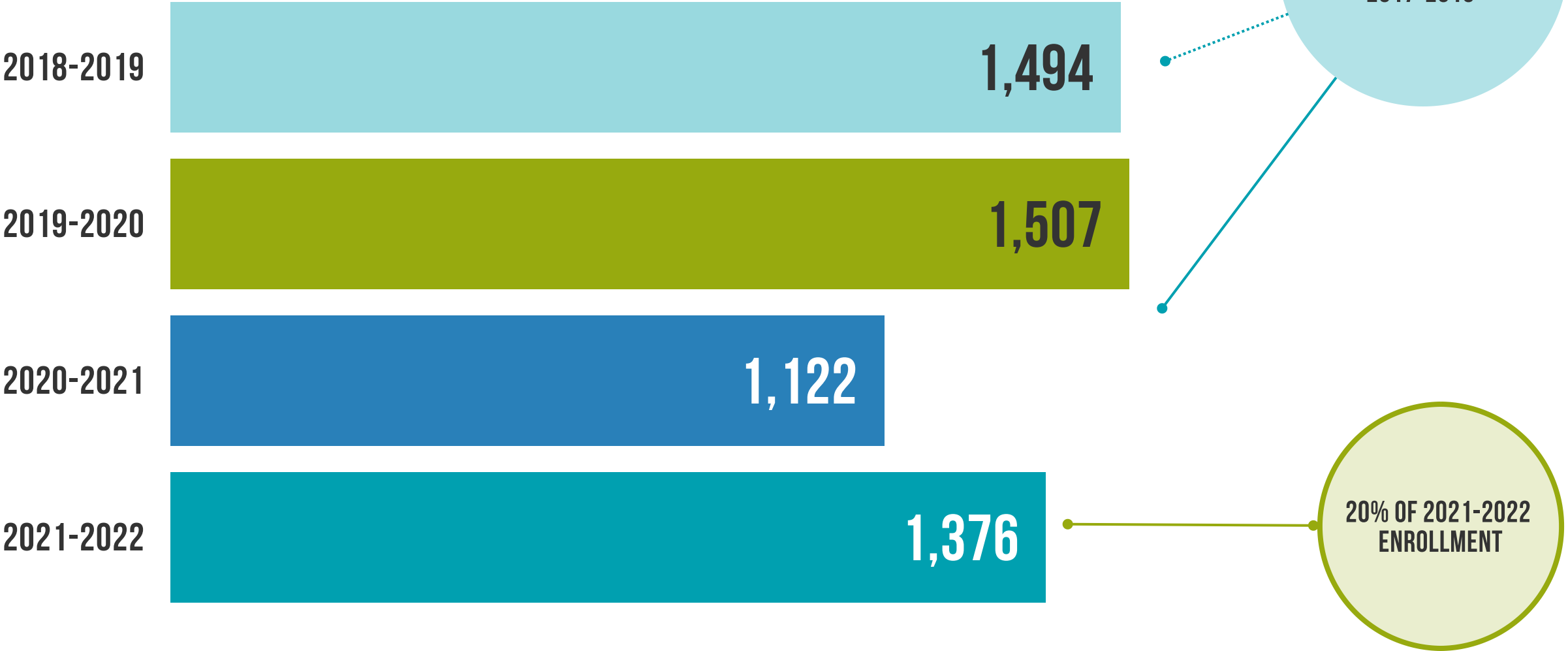
- **BUS COACH OPERATOR
APPRENTICESHIP**

DIVISION OVERVIEW: 13 CAREER EDUCATION ACADEMIC PROGRAMS

Annual Total Teaching Units: 587.24 and Total Chair and Coordinator Units: 19.5



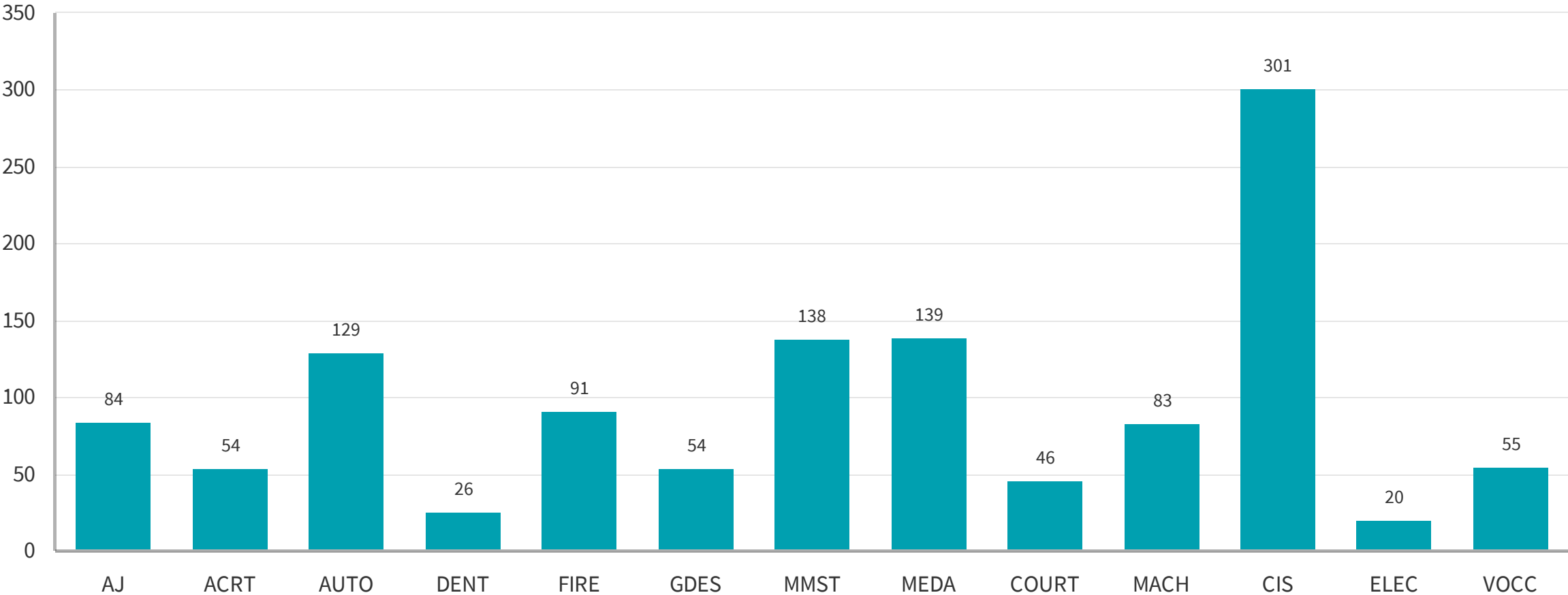
ENROLLMENT OVERVIEW



ENROLLMENTS BY PROGRAM

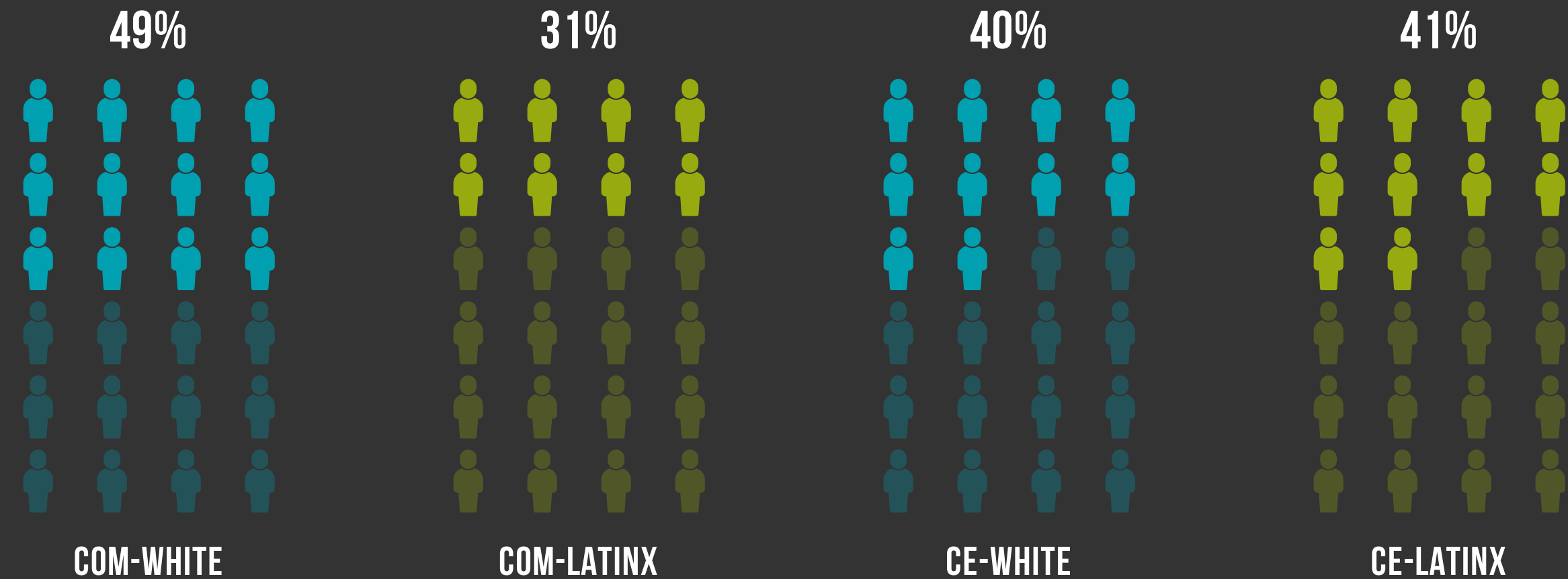
6,926 COM
CREDIT STUDENTS

N=1,376 UNDUPLICATED STUDENTS OR 20% OF TOTAL COM STUDENT BODY



COMPARISON OF ALL COM V. ALL CE UNDUPLICATED COUNTS ACROSS TWO LARGEST STUDENT GROUPS

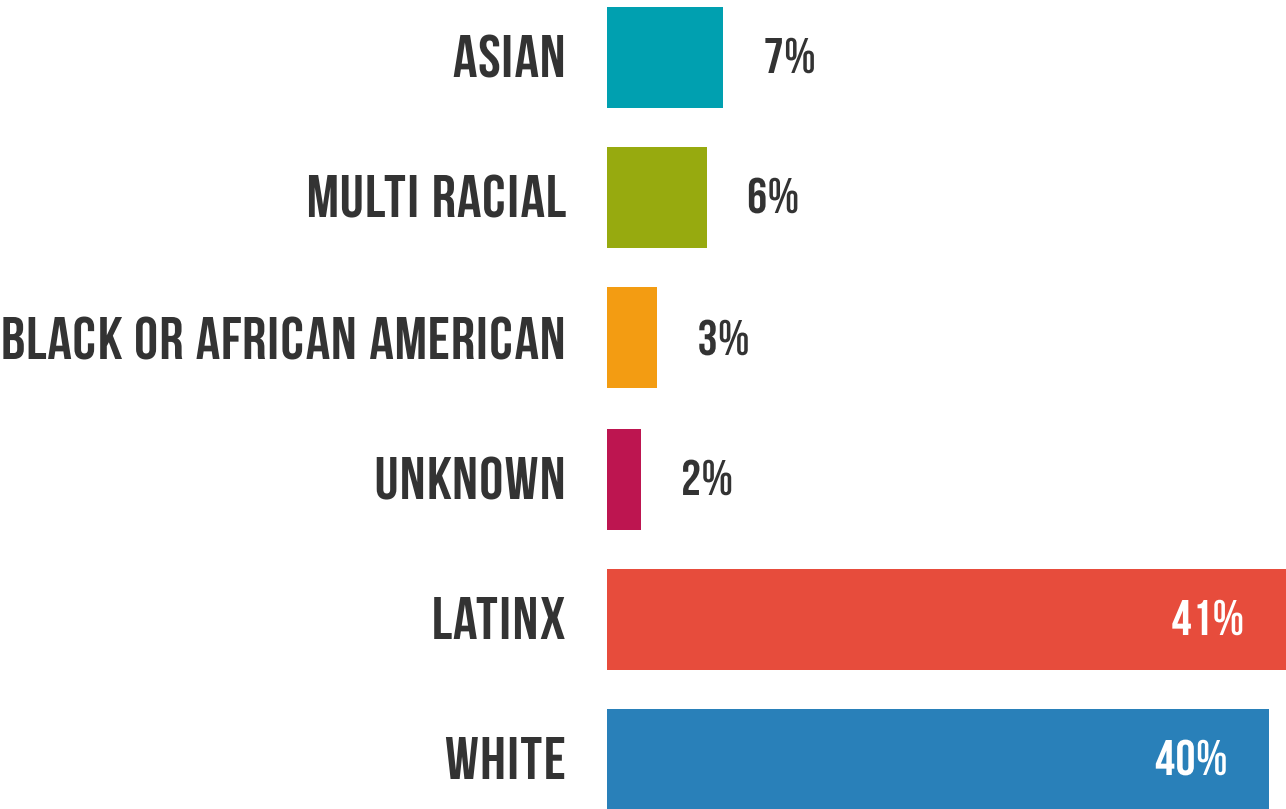
2021-2022 STUDENT DEMOGRAPHICS



54% FEMALE IDENTIFYING STUDENTS | | 45% MALE | | 2% UNKNOWN

NATIVE HAWAIIAN, PACIFIC ISLANDER, AMERICAN INDIAN, ALASKA NATIVE MASKED N<4

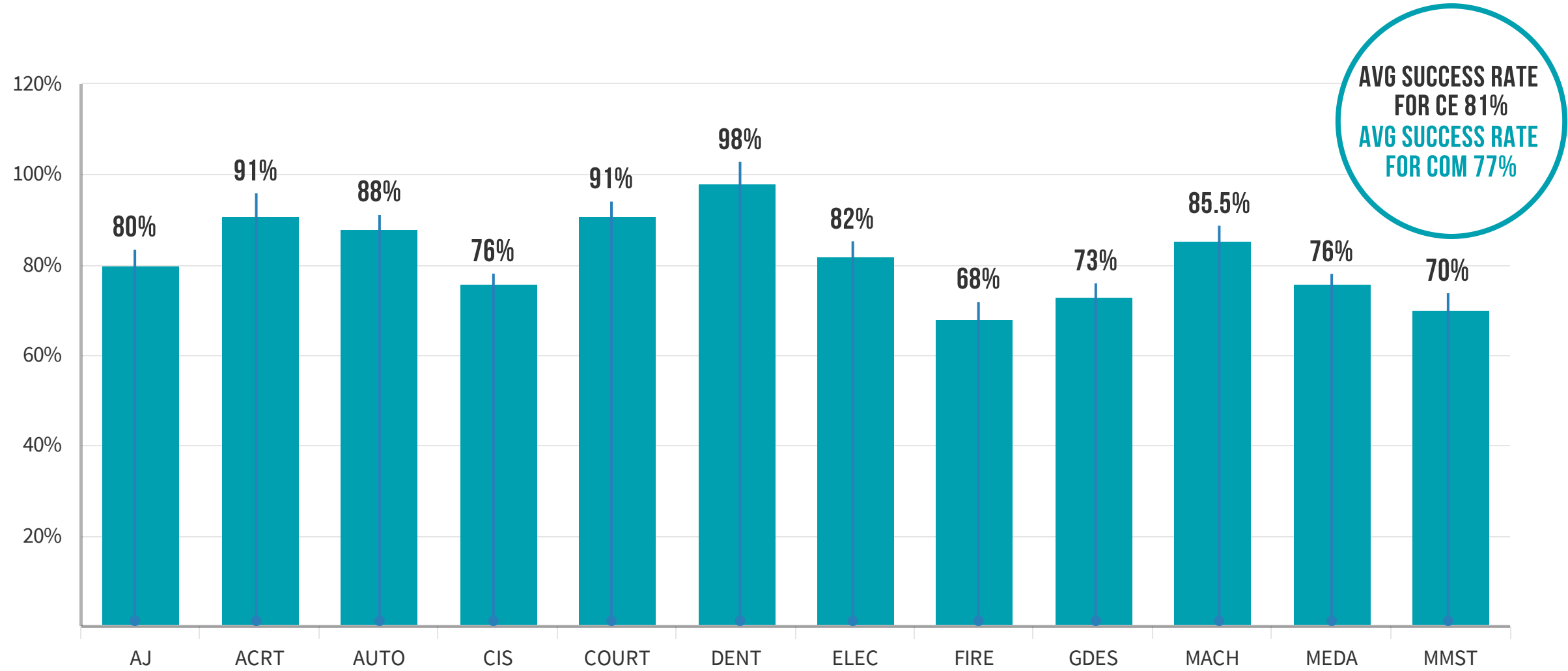
2021-2022 STUDENT DEMOGRAPHICS-CAREER EDUCATION



CE ALIGNED WITH ALL OTHER COM STUDENT RACE AND ETHNICITY DEMOGRAPHICS

COURSE COMPLETION

Success percentage average across all campuses and modalities 2018-2021.

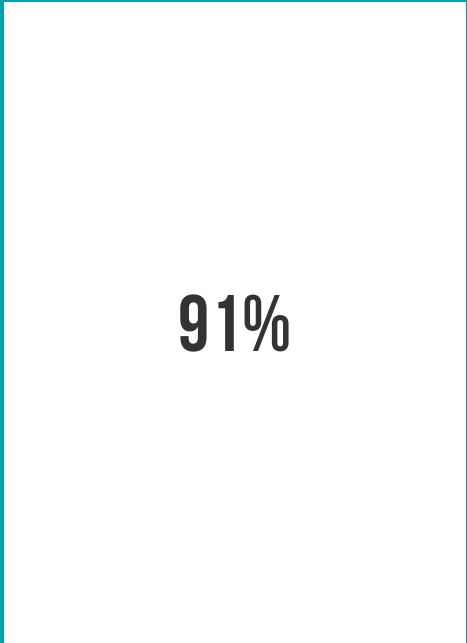


MEANINGFUL ADVISORY COMMITTEE PARTICIPATION



2019-2020

Two out of Eleven
Programs Convened



2020-2021

Four Programs Convened.
Six Scheduled.

Some programs will meet
more than once.

35% INCREASE IN ADVISORY MEMBER PARTICIPATION TO DATE



EMPLOYMENT DATA

18 months after college completion

85% GOAL

78%



Found a job very closely or closely related to their field.

22%



Reported job is not closely related to their field.

PROGRAM REVIEW SUMMARY 2022-2023



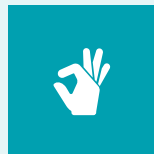
IN PROGRESS

MACH expected completion end of March

COURT expected completion end of March

MEDA expected completion end of March

MMST-GDES expected completion end of April



COMPLETE

Automotive Technology

Automotive Collision

Electronics

Dental

MEDA



OUTSTANDING

FIRE deferred-new faculty started spring 2023

CIS deferred-currently undergoing revitalization and tackling program review data and questions

Administration of Justice needs support for completion; PT pool only

EDUC no program offerings or faculty currently

BRIGHT SPOTS



THE EDUCATION TO CAREERS (E2C) MODEL: COHESIVE,
MULTI SYSTEM COORDINATED SUPPORT FOR STUDENTS.

COMMUNITY BASED
ORGANIZATION
RECRUITMENT
WRAPAROUND
SUPPORT



COLLEGE OF MARIN
EDUCATION
TRAINING

EMPLOYERS
CAREER PREP,
NETWORKS,
PLACEMENT

GGT APPRENTICESHIP

CNA/CHHA

FIRE FOUNDRY

CONSTRUCTION

EDUCATION TO CAREERS (E2C) CONSTRUCTION PARTNERSHIP PROGRAM: VOCC 100

2022 Part Time Pool Hiring to Support Increased Capacity, Curriculum, and Bilingual Programming



**AVERAGE WAGE GROWTH:
\$19.40/HR TO \$24**

6-months following completion



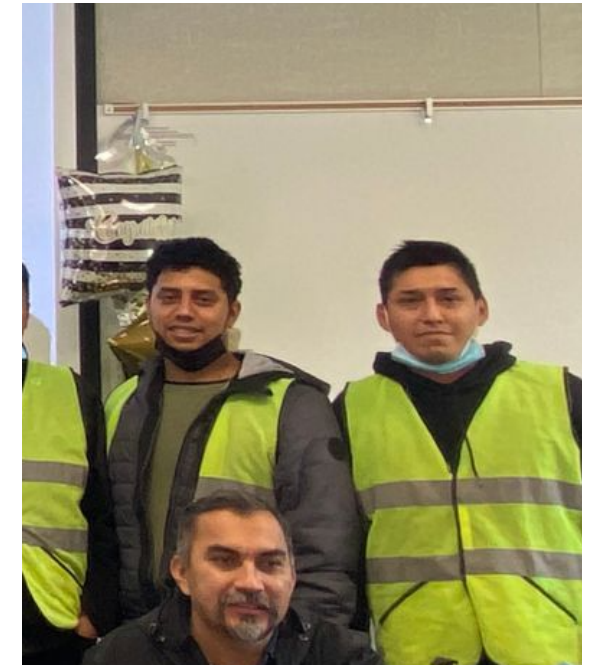
**12 COHORTS; 202 STUDENTS
SERVED**

96% Latinx cohorts to date



162 COMPLETIONS

80% Success rate



**85% ACHIEVED
EMPLOYMENT GAINS**

New job, a raise, or a promotion

COM APPROVED BY CALIFORNIA DEPARTMENT OF PUBLIC HEALTH JANUARY 2023

E2C: CERTIFIED NURSING ASSISTANT/CERTIFIED HOME HEALTH AID PROGRAM

California Department of Public Health Approved January 2023



CERTIFIED NURSING ASSISTANT AND CERTIFIED HOME HEALTH AID (CNA/CHHA)

- Partnership with Canal Alliance, By the Bay Health, and COM Nursing Faculty
- Broad access entry point to healthcare; stackable pathway certificate model
- Asset-based community centered model
- Begin in community education, transition to credit/non credit fall 2023
- **Current wait list for program 28**
- **Current interested instructors 4**
- **Advisory committee held March 2023**
- **1st cohort will enroll 15 students**
- **Starting wage \$23.50 plus fringe benefits**

FIRE INNOVATION, RECRUITMENT, AND EDUCATION

E2C-F.I.R.E. FOUNDRY PROGRAM

91% OF MARIN FIRE SERVICE EMPLOYEES IDENTIFY AS WHITE, 90% AS MALE

WHILE 29% OF THE COUNTY'S POPULATION IDENTIFIES AS NON-WHITE, 51% AS FEMALE

COUNTY PARTNERSHIPS

- College of Marin
- Marin County Fire Department
- The County of Marin Office of Equity
- Marin Wildfire Prevention Authority
- Conservation Corps North Bay
- Marin County Fire Chiefs
- Marin Professional Firefighters IAFF 1775
- UC Berkeley
- Fire Safe Marin
- Workforce Alliance of the North Bay.



F.I.R.E. FOUNDRY PROGRAM



RECRUIT

Work with agencies countywide to diversify the fire service in Marin County and connect young adults to paid seasonal employment, comprehensive, equity-centered, state-of-the-art science and technology training



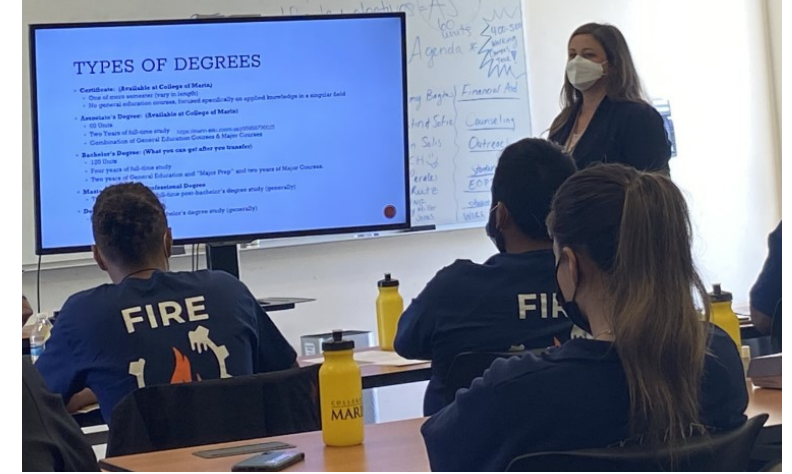
PROGRESS

Students will: take EMR, EMT, FIRE, COUN, WEXP, and KIN courses at COM

Receive 1.5 units of credit for prior learning for Wildland Fire

Complete the major requirements for AA in Public Safety

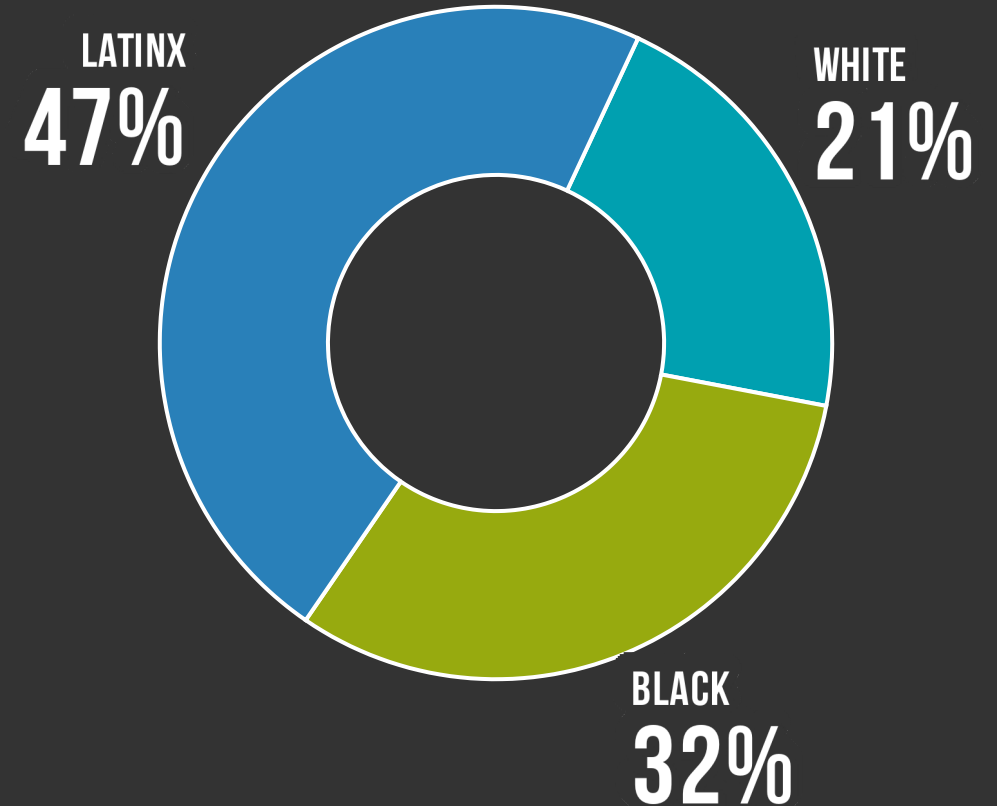
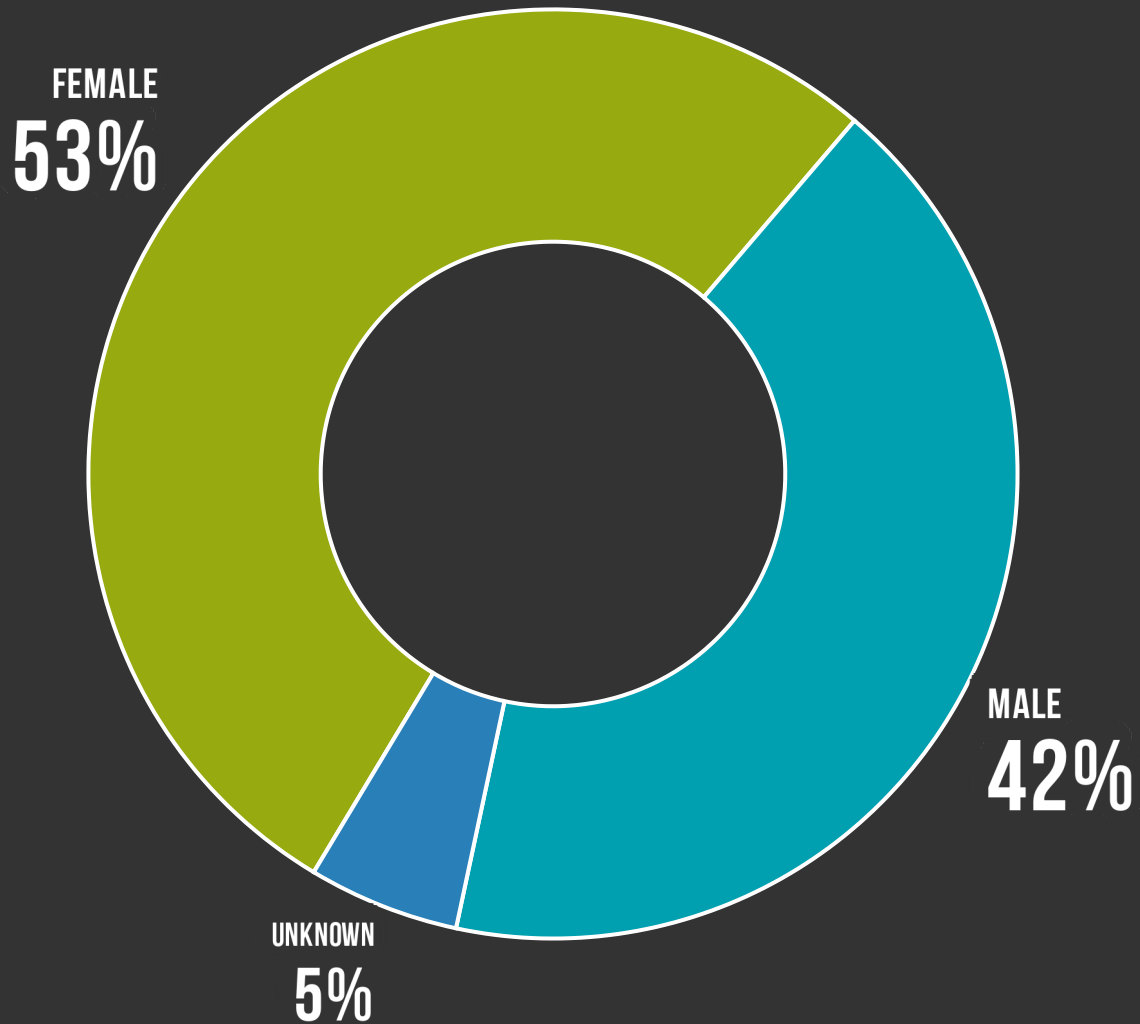
Satisfy pre-reqs for Fire and Paramedic programs



ADVANCE

Recruits connect to additional education, bridge to specialized training, and connect to employment.

FIRE FOUNDRY STUDENT DEMOGRAPHICS



19 STUDENTS IN SPRING 22 PILOT COHORT. 21 STUDENTS IN SPRING 23



BUS COACH OPERATOR APPRENTICESHIP PROGRAM

College of Marin, in partnership with Golden Gate Transit (GGT), the Amalgamated Transit Union 1575, and Santa Rosa Junior College, seeks to create a new, innovative, regional Bus Coach Operator Pre-Apprenticeship and Apprenticeship Program to address a major shortage of GGT bus drivers.



SANTA ROSA JUNIOR COLLEGE

Building on a Legacy of Excellence



23,236

**POUNDS OF PRODUCE SOLD
AND DONATED**



12,921

HOURS OF ENGAGEMENT



FARM BY NUMBERS



22,198

PLANTS SOLD AND DONATED



1,577

POINTS OF CONTACT



PRODUCE DISTRIBUTION HIGHLIGHTS

104



104 different students served

563



563 boxes of produce

5,349



5,349 pounds of produce

21,394



21,394 servings of fruit and vegetables

FEEDBACK FROM STUDENT ABOUT PRODUCE BOXES

"I THOUGHT THEY WERE VERY WELL PRODUCED AND THE HELPED ME STEP OUT OF MY COMFORT ZONE AND TRY NEW RECIPES. I ALSO HELP ME DISCOVER NEW FRUITS AND VEGGIES."

"I THINK THIS PROGRAM IS VERY HELPFUL AND I WOULD LOVE FOR IT TO CONTINUE IN THE FUTURE!"

"SUPER HELPFUL"

"LOVED THE BOXES. GREAT FOR STUDENTS"

"SOME BOXES WERE TOO LITTLE"

"I COME FROM A LOW-INCOME FAMILY AND WE HAVE VERY LIMITED ACCESS TO FRESH FOOD, THIS WAS ALSO VERY HELPFUL TO ME BECAUSE I AM UNABLE TO ATTEND THE KENTFIELD FOOD PANTRY BECAUSE I'M AT THE IV CAMPUS AT THAT TIME."

IT WOULD BE HELPFUL IF COM OFFERED:

"HEALTHIER PANTRY CHOICES THAT AREN'T SALTY FOODS LIKE CUPS OF SOUP, OTHER HEALTHIER OPTIONS @ IVC"

2022 SUMMER CAREER ACADEMIES

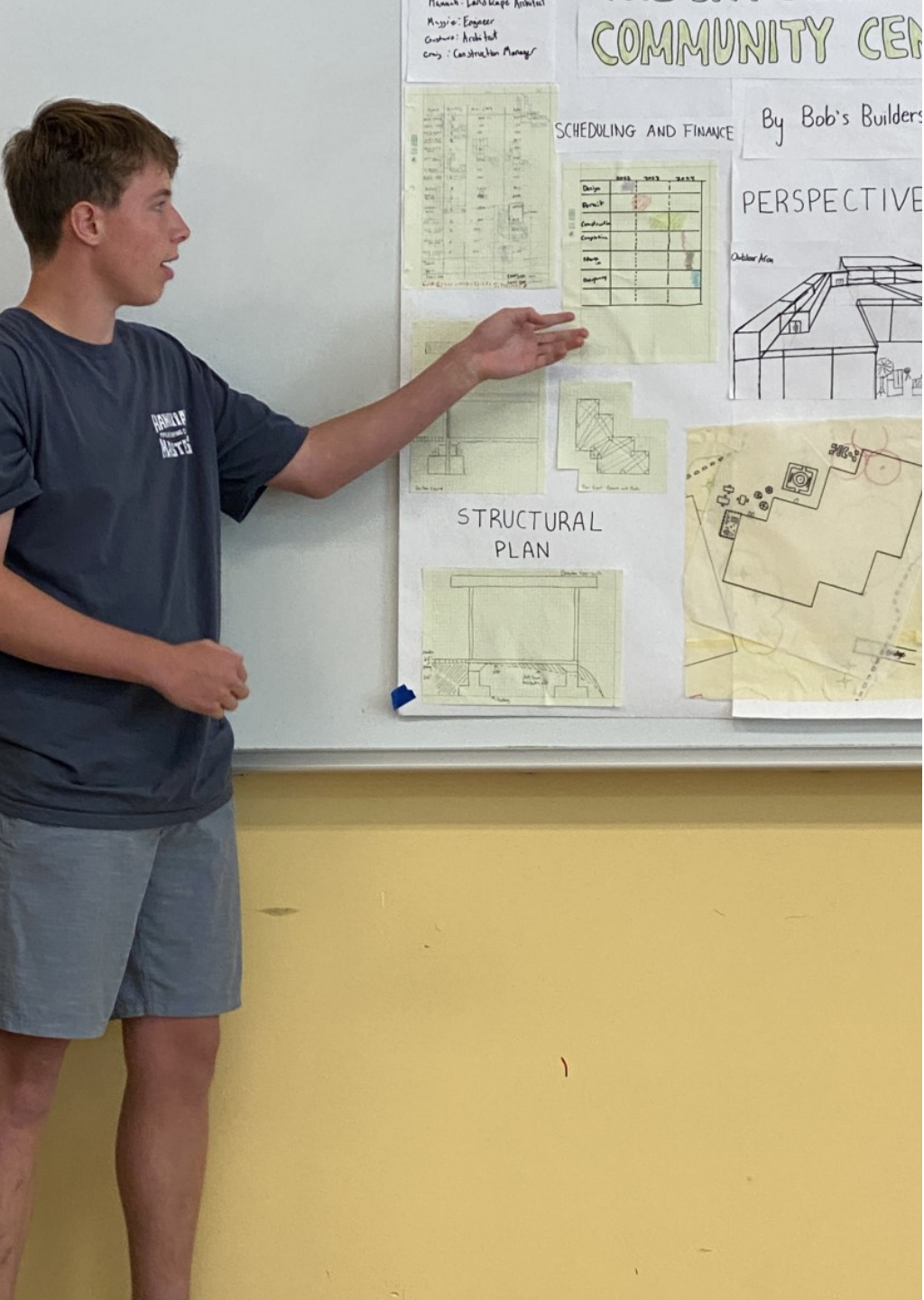
- HEALTH OCCUPATIONS
- GAME DEVELOPMENT QUICKSTART
- ENTREPRENEURSHIP
- BUILT ACADEMY: CONSTRUCTION, ENGINEERING, DESIGN
- EDUCATION & SOCIAL JUSTICE
- MEDICAL CAREER EXPLORATION
- CYBERSECURITY INTRO
- CYBERSECURITY ADVANCED
- CAREER EXPLORATION



“THE BEST PART WAS HOW EASY AND FLEXIBLE THE LEARNING WAS SO THAT EVERYONE HAD THEIR OWN PACE, BUT WE ALL STAYED ON THE SAME TRACK. WE WEREN’T SUPER CONSTRAINED LIKE HIGH SCHOOL CLASSES.”

RUBY A- GAME DEVELOPMENT



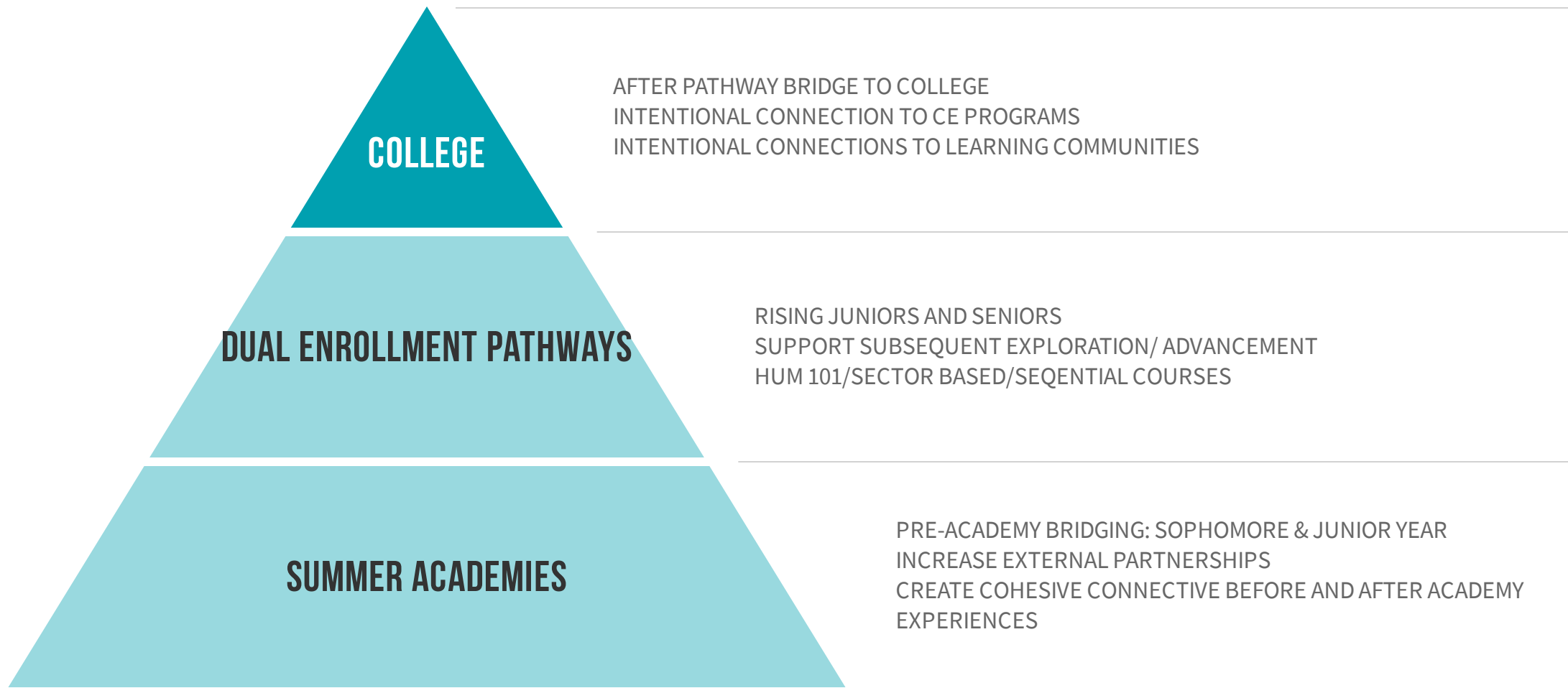


SUMMER ACADEMIES HIGHLIGHTS

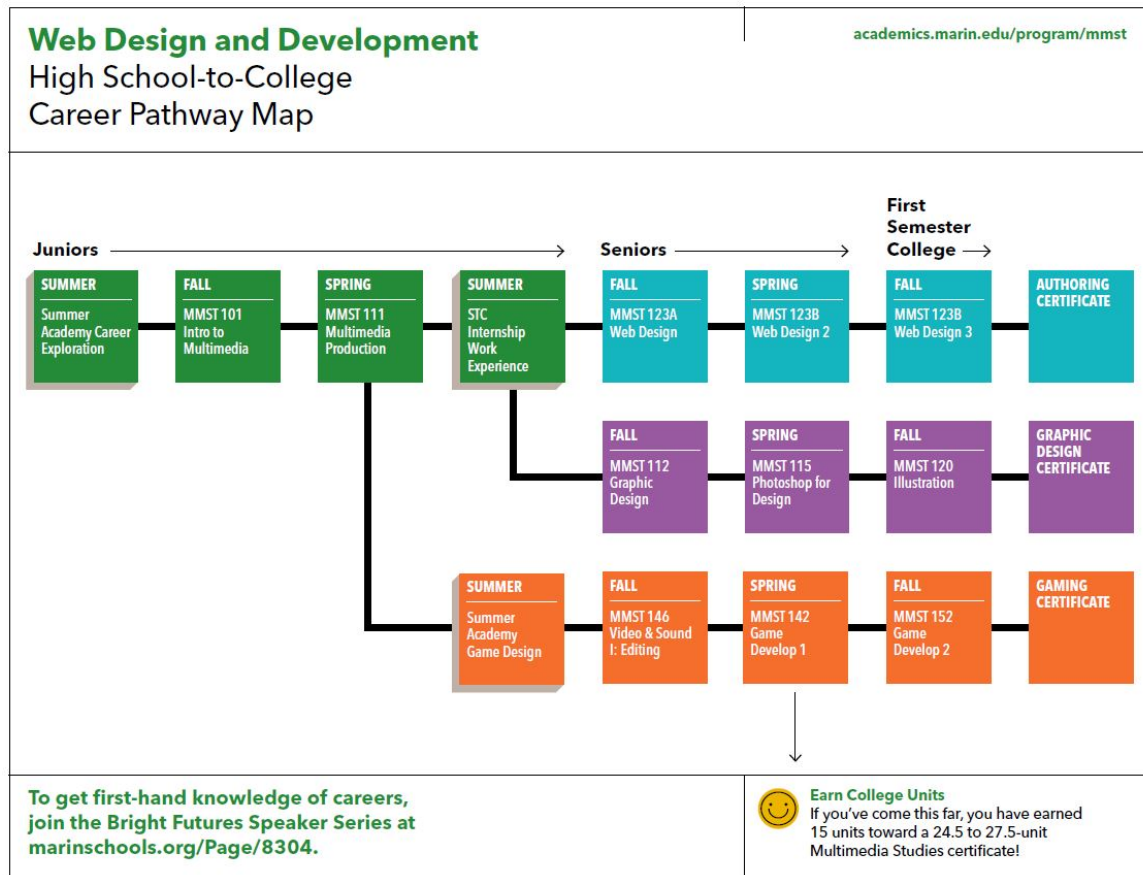
- **NINE IN-PERSON ACADEMIES**
- **157 STUDENTS SERVED**
- **170 ENROLLMENTS**
- **23 UNITS OF COLLEGE CREDIT AWARDED**
- **POSITIVE FEEDBACK FROM STUDENTS**

ACADEMIES 2.0: BUILDING & MAPPING COHESIVE PATHWAYS

Significant Progress on Cohesive and Comprehensive K-14 Pathways



CAREER PATHWAY MAPS



- 5 CAREER PATHWAY MAPS DESIGNED TO DATE
- LEAD TO 16 PROGRAMS AND 13 DEGREE/CERTIFICATE OPTIONS
- 30 COURSES RECOMMENDED FOR DUAL ENROLLMENT
- 13 - 15 COM UNITS STUDENTS CAN EARN PRIOR TO EXITING HIGH SCHOOL
- EARN CERTIFICATES BEFORE EXITING HIGH SCHOOL
- MORE MAPS EXPECTED BY SPRING 2023

RESOURCE REQUESTS

NEEDED UNITS, FACULTY, AND MATERIALS

NO CURRENT RESOURCE REQUESTS. FACULTY, STAFFING, RESOURCE NEEDS MET FOR 2023-2024



2020-2022

**REQUEST RECAP AND
PROGRESS UPDATES**

FALL 2020 IDENTIFIED NEEDS



1 MACHINE METALS: NO FULL TIME FACULTY

2 ADMINISTRATION OF JUSTICE: PENDING RETIREMENT

3 COURT REPORTING: NO FULL TIME FACULTY

4 COMPUTER INFORMATION SYSTEM PROGRAM SUPPORT

FALL 2020 REQUESTS: PROGRAMMATIC SUPPORT



MACHINE METALS

- One full time faculty
- Support modernization of machine metals
- Support oversight/exploration of a Fabrication Lab (MakersSpace)



DATA COLLECTION

- One part time research analyst
- Categorically funded; specialization in Career Education
- Support increased capacity for data collection, tracking, and increased infrastructure across all CE

PROGRAM UPDATES

COURT REPORTING



- Recommended for revitalization spring 2018
- Summary report completed summer 2019
- Revitalization work began fall 2020
- Revitalization report submitted to academic senate summer 2021
- **Full time faculty hired fall 2021 with spring 2022 start**
- Online synchronous model to support modernization and greater student access
- Significant curriculum and certificate revisions
- Use of non credit to mitigate excess unit accrual and cost to students
- **Increase in enrollment by 28% since 2019**
- 2019 N=36 2022=46

PROGRAM UPDATES



MACHINE METALS TECHNOLOGY

- Full time faculty retired 2019-2020
- Failed search for faculty 2020
- Curriculum updated in 2020 with advisory convenings to recommend modernization approach (MMT=Welding & MACH)
- MACH program had no faculty, enrollment, dormant for 2-3 years
- **Full time faculty hired fall 2021 with spring 2022 start**
- Modernization and facilities updates underway spring/summer 2022
- HVAC repairs summer 2022
- Equipment surplus, space reorganized, new equipment moved, calibrated, and established spring/summer 2022
- Advisory committee reformed and actively engaged with new partnerships underway
- Increase in enrollment by 246 % since 2020
- 2020 N=24 2022 N=83 (N includes welding)

SPRING 2022 IDENTIFIED NEEDS AND RESOURCE REQUESTS

1 RETIREMENT GDES: FULL TIME HIRE NEEDED FOR FALL 2023 TO MITIGATE PROGRAM DISRUPTION-HIRING UNDERWAY NOW SPRING 2023

2 EMT/FIRE: PART TIME UNIT CONVERSION FOR FULL TIME FACULTY TO SUPPORT CAPACITY AND PROGRAM GROWTH

**3 COMPUTER INFORMATION SYSTEM: REQUEST TO RECOMMEND REVITALIZATION PROCESS
EXPLORE PART TIME UNIT CONVERSION FOR FULL TIME FACULTY CONTINGENT ON FINDINGS**

FALL 2022 V. SPRING 2023

PROGRAM UPDATES: FIRE ENROLLMENT GROWTH AND INCREASED CAPACITY

Full Time Faculty Hired Fall 2022 with Spring 2023 Assignment



	FALL 2022	SPRING 2023
Fire 110	NA	16
Fire 112	13	18
Fire 120 A	0	5
Fire 120 B	0	1
Fire 215 IVC	20	27
Fire 215 NHS	NA	29
Total	33	95

SPRING 2022 PROGRAMMATIC RESOURCE REQUESTS & PROGRESS UPDATES

Computer Information Systems-Revitalization Recommendation to Senate



CIS ENTERED REVITALIZATION FALL 2022

Faculty peer support call awarded spring 2023 with work underway

November 1 summary due to academic senate

Explore PT Unit Conversion for full time faculty: 71 Annual TUS

CIS as three distinct bridging components with a lack of cohesion

Entry level noncredit bridge, Business core, and professional training/IT and opportunity for further specialization

Explore specialization areas and determine programmatic scope

Examine curricular and programmatic organization

Create peer support structure with intentional dialogue using Court Reporting model

QUESTIONS AND DISCUSSION



THANK YOU

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Workforce Development

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INDIAN VALLEY
CAMPUS

