



Career & Technical Education & Workforce Grant Programs

PRAC PRESENTATION 2/28/17

PRESENTER:

ELIZABETH PRATT, Ed.D.

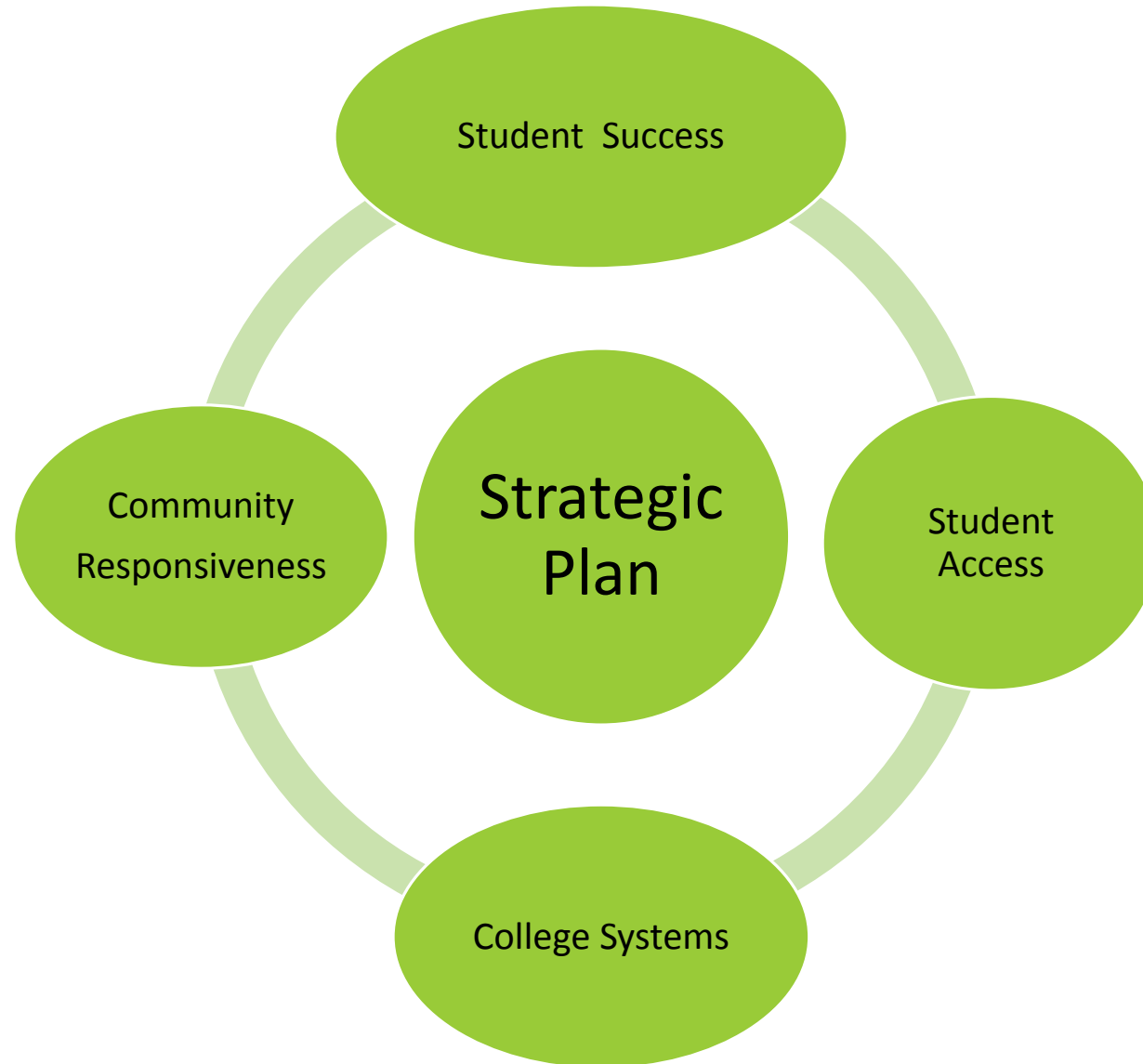
Mission & Purpose

College of Marin's commitment to educational excellence is rooted in providing equitable opportunities and fostering success for all members of our diverse community by offering:

- preparation for transfer to four-year colleges and universities
- **Associate degrees and certificates**
- **Career technical education**
- Basic skills improvement
- English as a second language
- Lifelong learning
- Community and cultural enrichments








Engage community and economic partners to participate in the assessment of industry and community demands for workforce and economic development...



Summary of Faculty and Staff

CTE, BIS and Workforce Staff

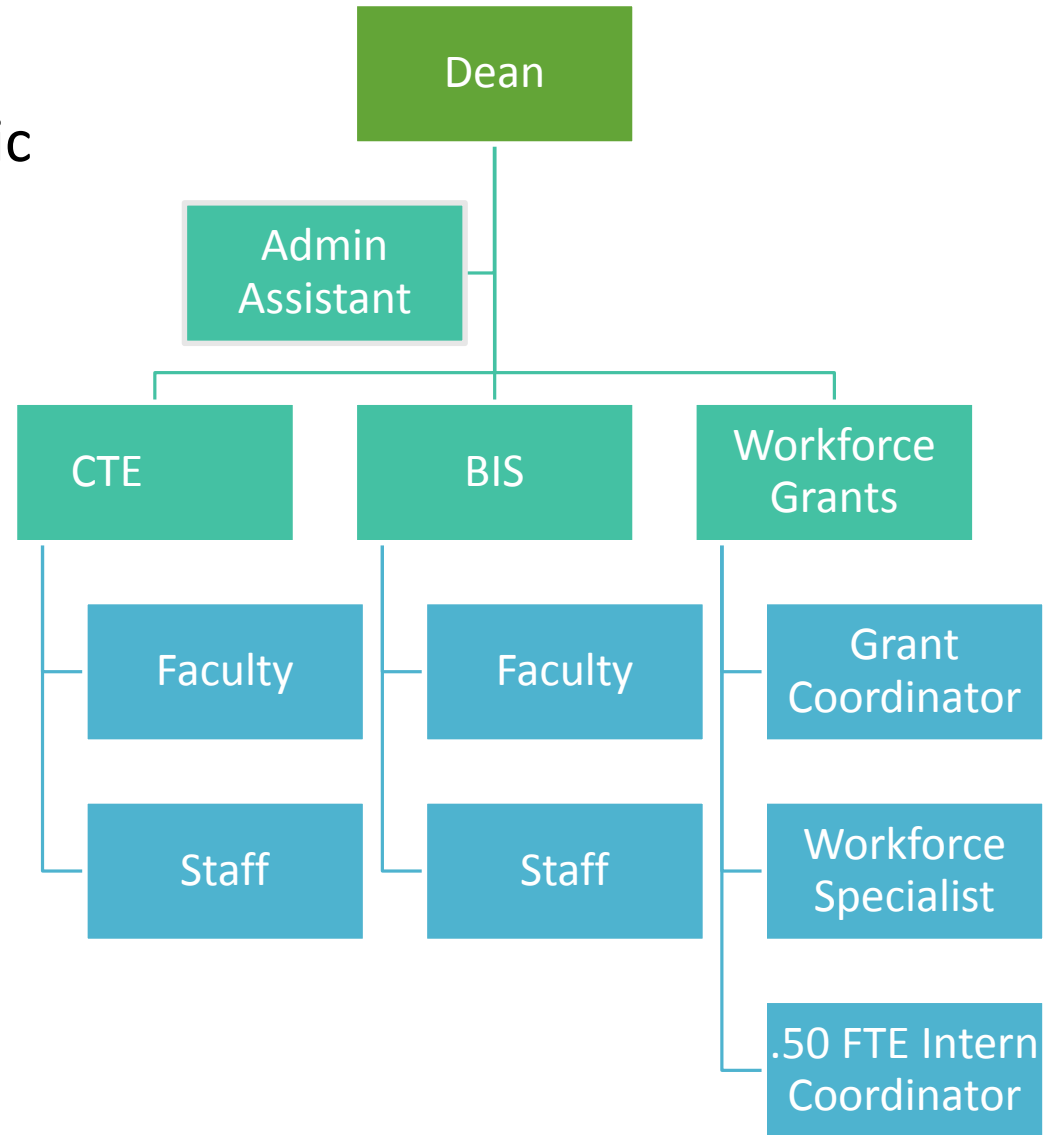
- Administrative Assistants: 1.5  2.5
- Full Time Faculty: 12
- Part Time Faculty: 40
- Workforce Specialist: 1
- Grants Manager: 1 
- Internship Coordinator .5 
- Lab Techs: 4.4  5.4
- Office Techs: 2.4  3.2



Budget Snapshot CTE/ BIS/ Workforce

Description	CTE	BIS	WF	Grants/ Contracts	TOTAL
Permanent Academic Salaries/Stipends	1,338,000	905,000	0	330,000	
Permanent Classified Salaries	113,000	150,000	162,000	300,000	
Benefits	285,000	210,000	68,000	260,000	
Total Non-Discretionary	1,736,000	1,265,000	230,000	890,000	
Total Discretionary	47,000	12,500	25,000	1,495,000	
Total Budget	1,783,000	1,277,500	255,000	2,385,000	\$ 5,700,500

Career Technical
Education
Workforce and Economic
Development



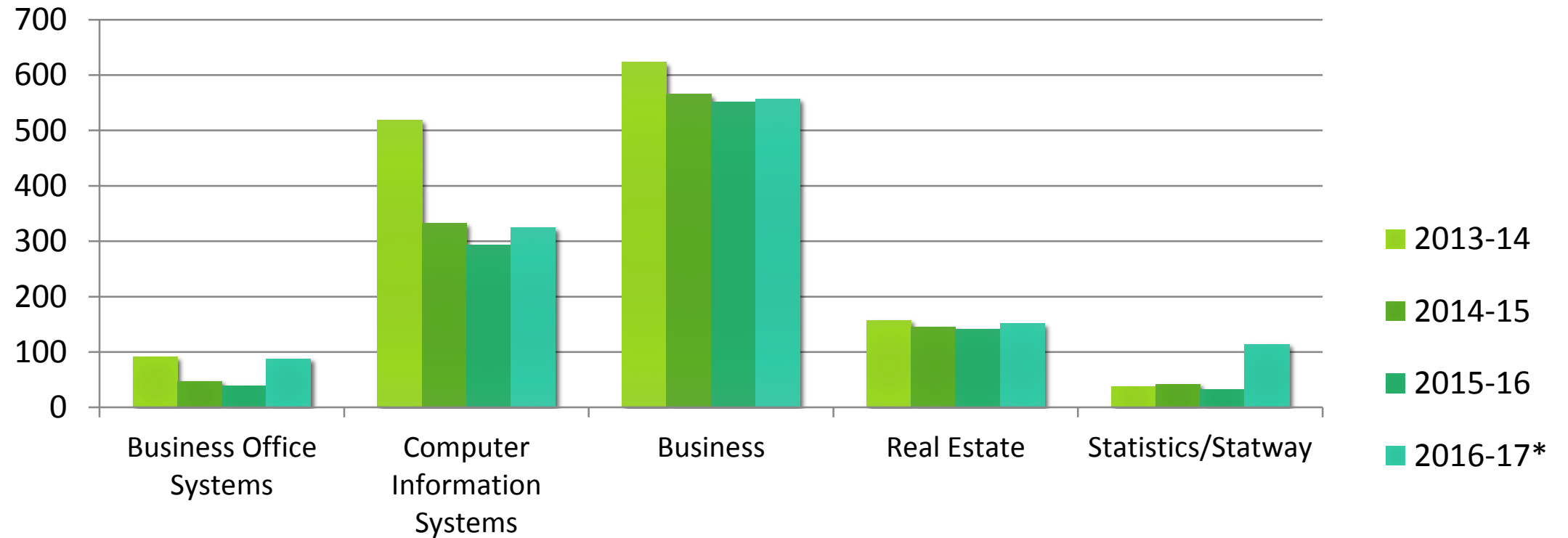
Business & Information Systems (BIS)

- Business and Management (including Accounting) (BUS)
- Business Office Systems (BOS moving to CIS)
- Computer Information Systems (CIS)
- Real Estate (REAL)
- Statistics & Statway



Unduplicated Headcount across Programs

Business and Information Systems



2016-17* Enrollment as of 2/27/17

Degree Type	# Degrees
AS-T Business Administration	70*
AA Business Administration	9
AS Applied Accounting	9
AS Business Offices Systems: Office Management	1
AS Business Management	7
AS Business, General	1
AS Computer Information Systems: Microcomputer Manager	1
AS Computer Information Systems: Microcomputer Programmer	1
AS Computer Information Systems	2
AS Real Estate	5

Summer 2013-
Spring 2016



* Second highest AS-T at COM

Certificate Type	Certificates awarded
Certificate of Achievement:	
Applied Accounting	17
Business Office Systems: Office Management	3
Business Office Systems	3
Business, General	2
Computer Information Systems: Microcomputer Programmer	1
Computer Information Systems	1
Real Estate	2

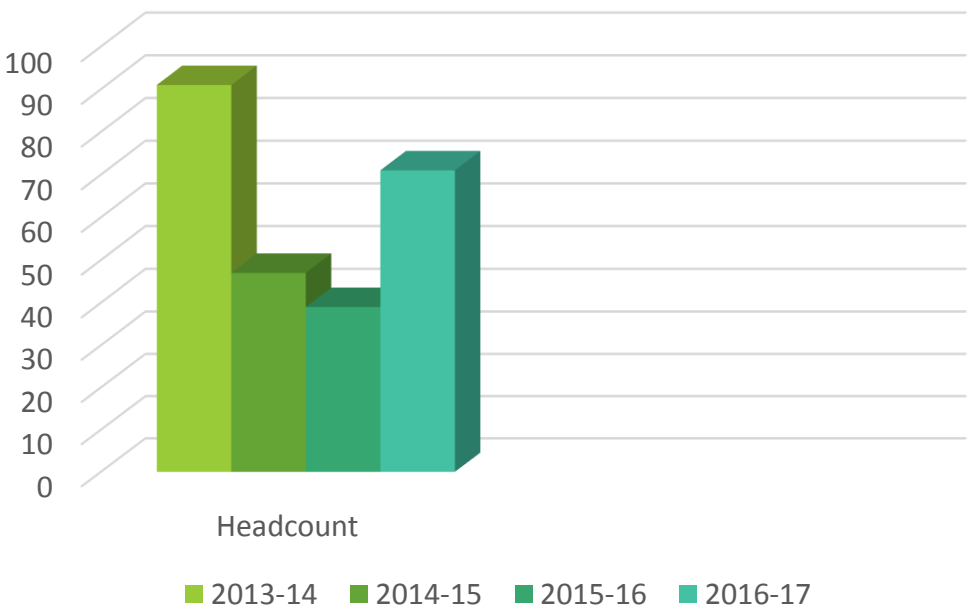
Summer 2013 – Spring 2016

*Coming Soon:
Third Party Industry Relevant
Certificates*



Business Office Systems

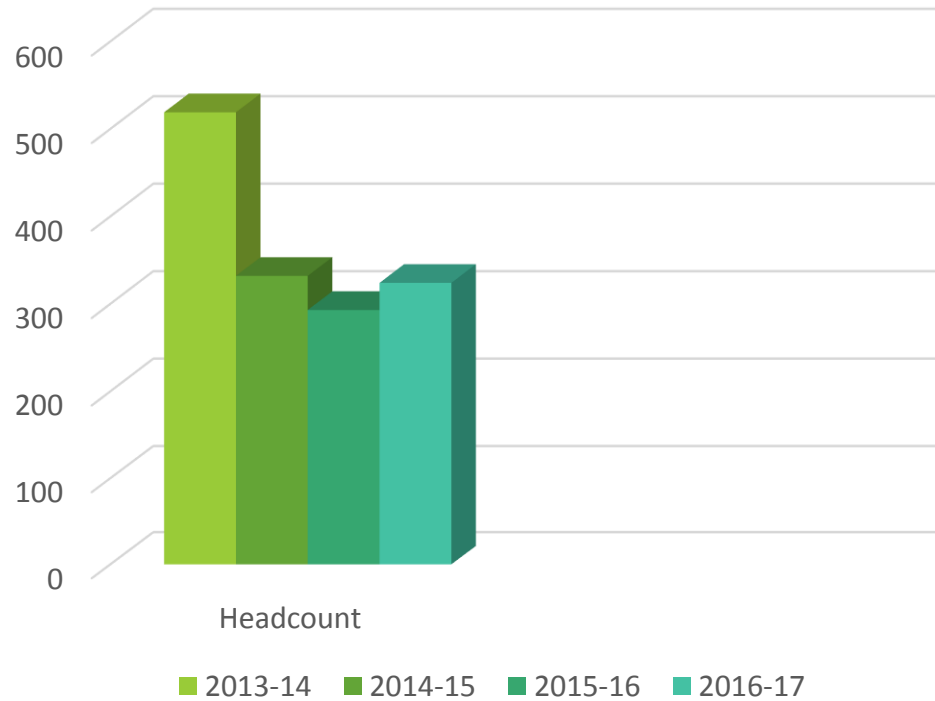
Enrollment Summer 2013-
Spring 2017



	2013-14	2014-15	2015-16	Total
BOS Degrees	1	0	0	1
BOS Certificates	0	3	3	6

Computer Information Systems

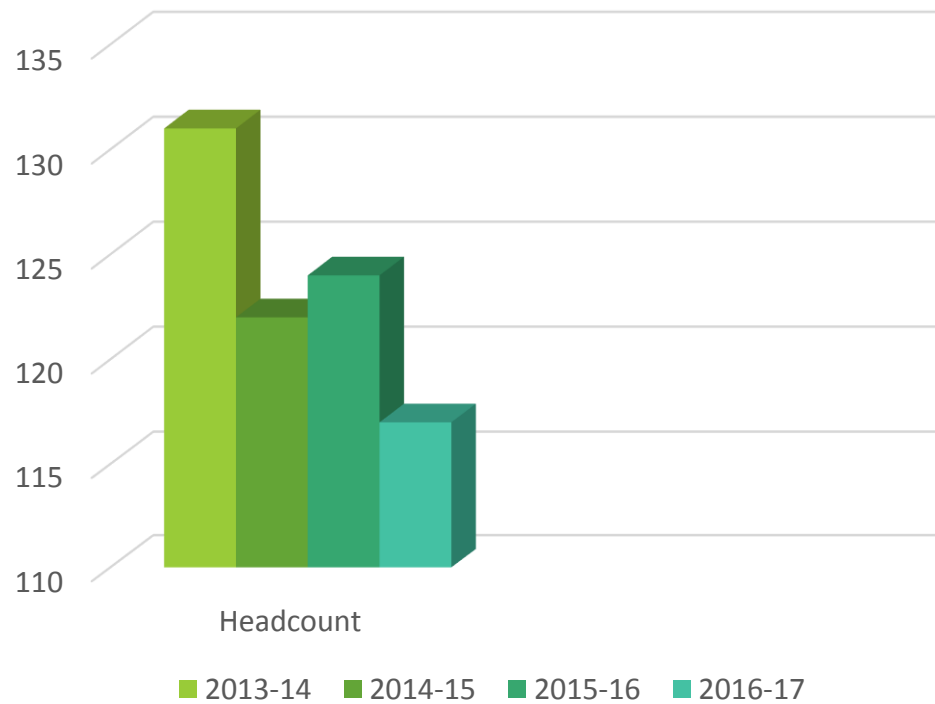
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
CIS Degrees	2	3	2	7
CIS Certificates	0	1	3	4

Business

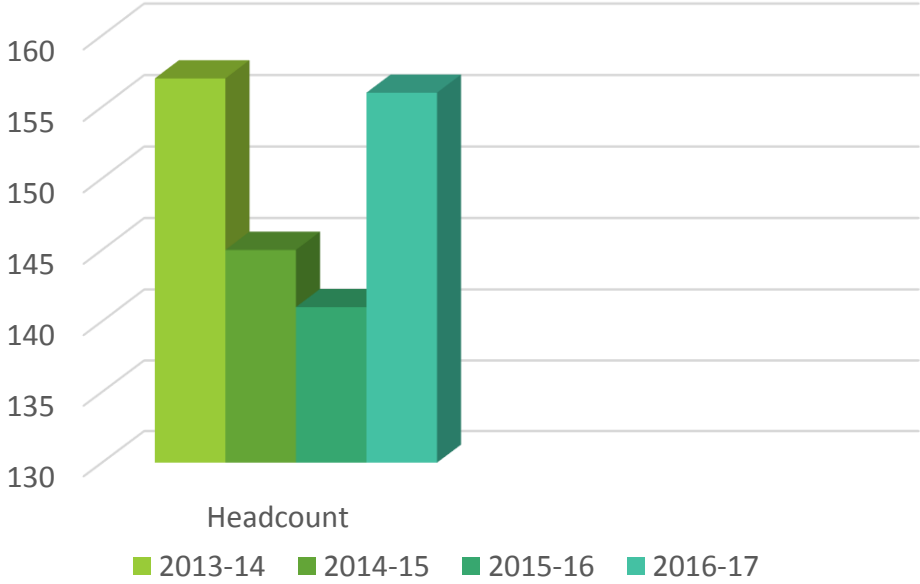
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
BUS Degrees	15	8	4	27
BUS Certificates	6	6	9	21
BUS Transfer Degrees	12	27	31	70

Real Estate

Enrollment Summer 2013-
Spring 2017



	2013-14	2014-15	2015-16	Total
RE Degrees	2	1	2	5
RE Certificates	2	2	0	4

BIS Major Initiatives 2017

- Rolling out Strong Workforce funding \$800,000 per year
- Increasing enrollment, completions, and certificates by 17%
- Increase faculty pool of CIS, BOS and Stats
- Increasing 3rd party relevant certificates- Microsoft & Cisco Academy
- Increased marketing - Strong Workforce Marketing plan
- Branding “BIW” Certificate - Business Information Worker
- Partnering with Sonoma State on Business BA Degree
- Professional Development for faculty

COLLEGE OF
MARIN



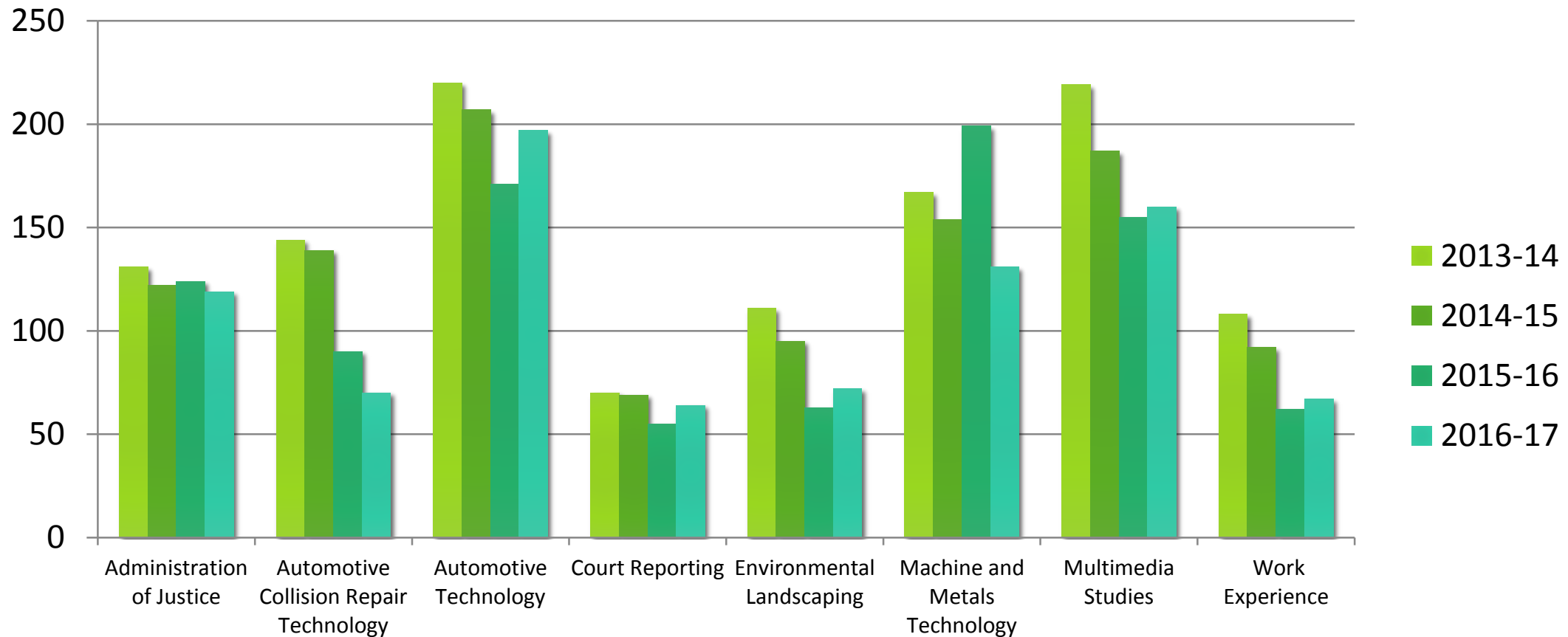
Career & Technical Education Programs

UPDATE AND STRATEGY 2016-17



Unduplicated Headcount across Programs

Career and Technical Education



Summer 2013- Spring 2016

Degree Type	Degrees
AS-T Administration of Justice	7
AS Administration of Justice	8
AS Auto Master Repair Technician	3
AS Certified Shorthand Reporter	3
AS Environmental Landscaping Construction and Design	1
AS Environmental Landscaping Farming and Gardening	1
AS Organic Farm and Garden Program	1
AS Machine Shorthand	1
AS Multimedia Studies: Design	1



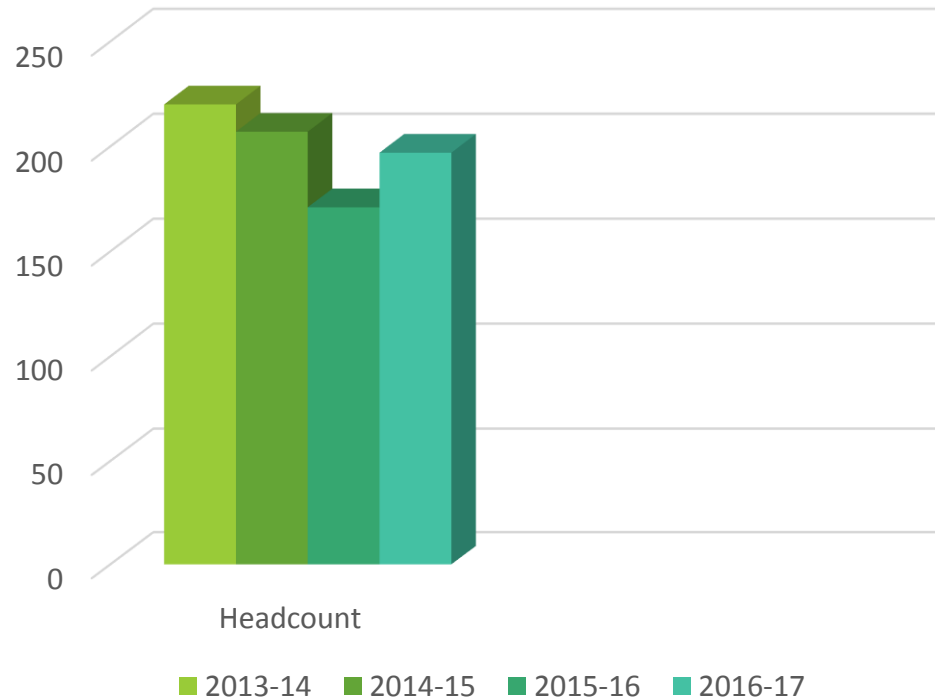
Certificate Type	Certificates awarded
Certificate of Achievement	
Automotive Collision Repair Technology: Master Collision Repair	2
Administration of Justice	10
Automotive Electrical Technician	1
Automotive Emissions Technician	1
Automotive Master Repair Technician	19
Court Reporting: Legal Transcription Technician	19
Certified Shorthand Reporter	7
Environmental Landscaping: Organic Farming and Gardening	1
Environmental Landscaping: Construction and Design	1
Environmental Landscaping: Landscaping and Garden Design	3
Environmental Landscaping: Organic Farm and Garden Program	1
Environmental Landscaping: Organic Farming and Gardening	3
Machine and Metals Technology	6
Multimedia Studies: Design	5

Summer 2013 –
Spring 2016



Automotive Technology

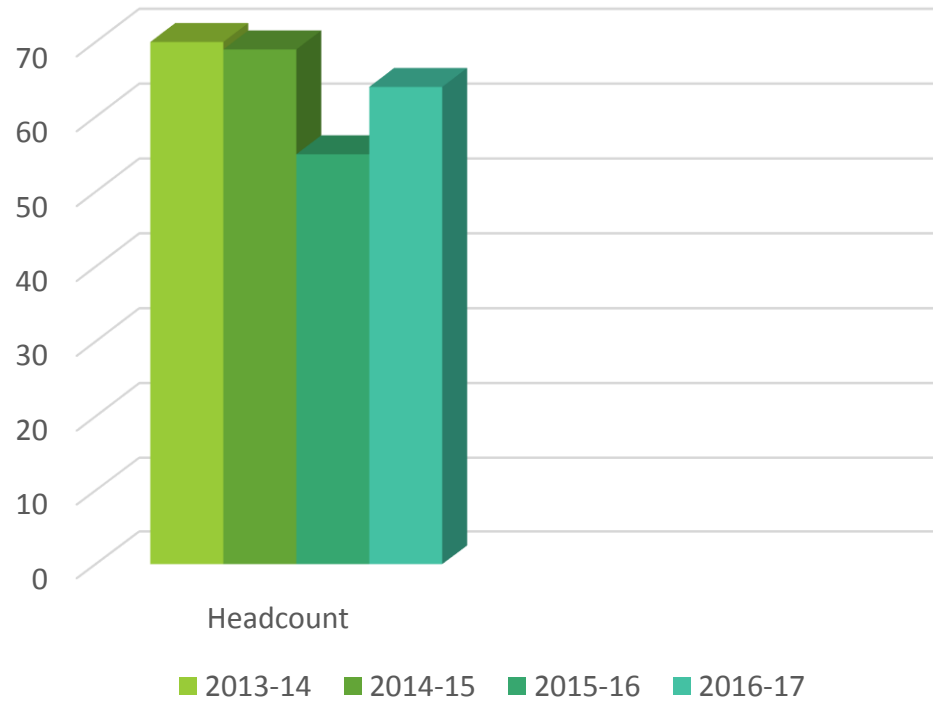
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
AUTO Degrees	1	0	2	3
AUTO Certificates	6	4	3	13

Court Reporting

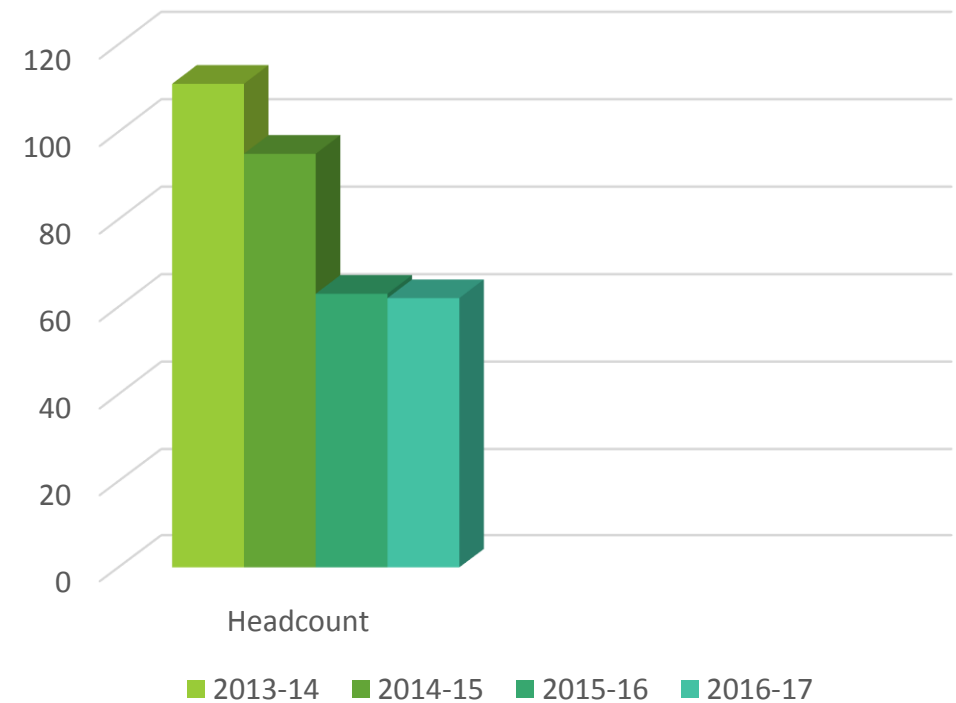
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
COURT Degrees	1	3	0	4
COURT Certificates	9	8	9	26

Environmental Landscaping

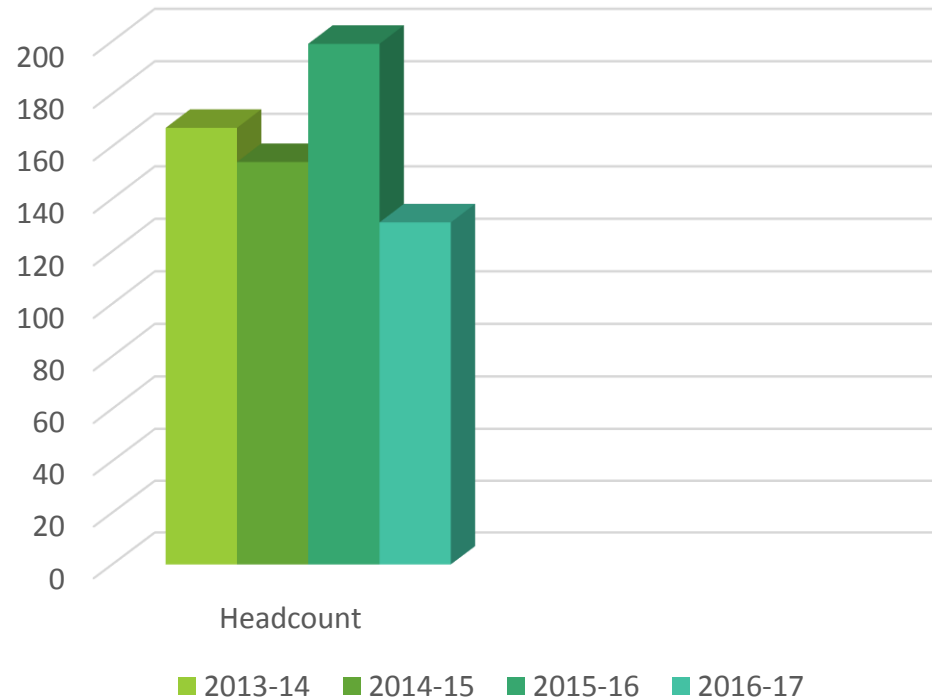
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
ELND Degrees	2	0	1	3
ELND Certificates	5	2	2	9

Machine and Metals Technology

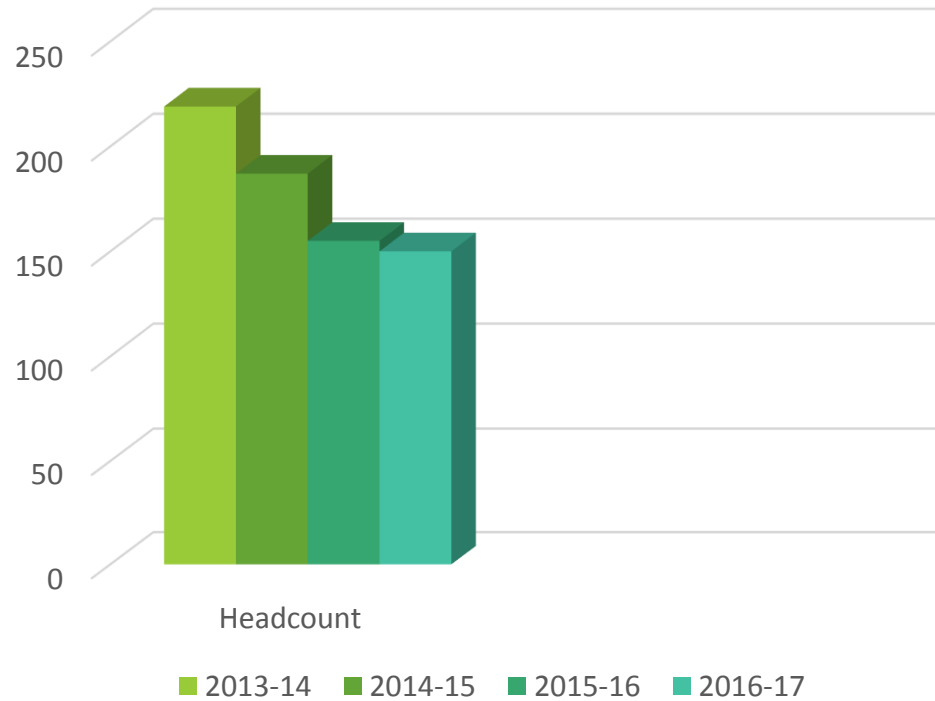
Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
MACH Degrees	0	0	0	0
MACH Certificates	2	2	2	6

Multimedia Studies

Enrollment Summer 2013-Spring 2017



	2013-14	2014-15	2015-16	Total
MMST Degrees	1	0	0	1
MMST Certificates	4	1	0	5

Vision/Planning: Auto Tech & Mach Tech/ Welding

- Engaging CTE Advisory Committees
- Launch Electronics Certificate
- Hire certified ASE Instructional Assistant
- Future Launch Industrial Technician Certification- Machining, Electronics, Welding
- SMART “Sonoma Marin Area Transit” collaboration



Vision/Planning: Environmental Landscape (ELNDS)

- Undergoing Revitalization
- Revised curriculum – new certificates
 - 1. ELNDS
 - 2. Sustainable Ag- Agri- Business
- Work with new Farm Manager and cross inter-discipline programs
- Provide Coordinating Units
- NEW Advisory Board
- Horticulture/ Hospitality Building



Vision/Planning: Multi- Media

- Strengthen career pathways from Novato high schools
- Gaming Summer Academy
- Marketing through Strong Workforce
- Engage Advisory Board
- New Graphic Design Certificate



CTE Major Initiatives

- Rolling out Strong Workforce funding \$800,000 per year
- Increasing enrollment, completions, and certificates by 17%
- Updating Program Review and SLO Assessments
- Increasing 3rd party relevant certificates - ASE, California Landscaping, American Welding
- Improved data tracking for all programs
- Strong Workforce Marketing Plan
- Hire full time faculty replacement Court Reporting
- ASE NAFTE Certification for AUTO TECH/ ACRT



CTE Programs Planning Agenda

- Continue integrating grants funding with CTE programs through “SWAG” Strong Workforce Action Group
- Comprehensive marketing plan of Strong Workforce programs and COM CTE programs
- Alignment and accountability of data and progress
- Engage Advisory Boards for all programs
- Launch new programs - *Industrial Technician, Electronics, Hospitality*
- Roll out “Regional Strong Workforce” Plan

College of Marin Workforce

OVERVIEW OF WORKFORCE GRANT STRATEGIES FOR 2016-17



2015-16 CTE & Workforce Priorities

1. Reorganize CTE/Workforce Area
2. Realign strategies with grant funding
3. Collaborate internally
4. Strengthen collaboration with workforce partners locally and regionally
5. Evaluate programs based on workforce needs
6. Unlock the data: Improve data processes



2015-16 CTE & Workforce Priorities

1. Reorganize CTE/ Workforce Area



2. Realign strategies with grant funding



3. Collaborate internally



4. Strengthen collaboration with workforce partners locally and regionally



5. Evaluate programs based on workforce needs



6. Unlock the data: Improve data processes



2016-17 COM Portfolio of Grants and Contracts

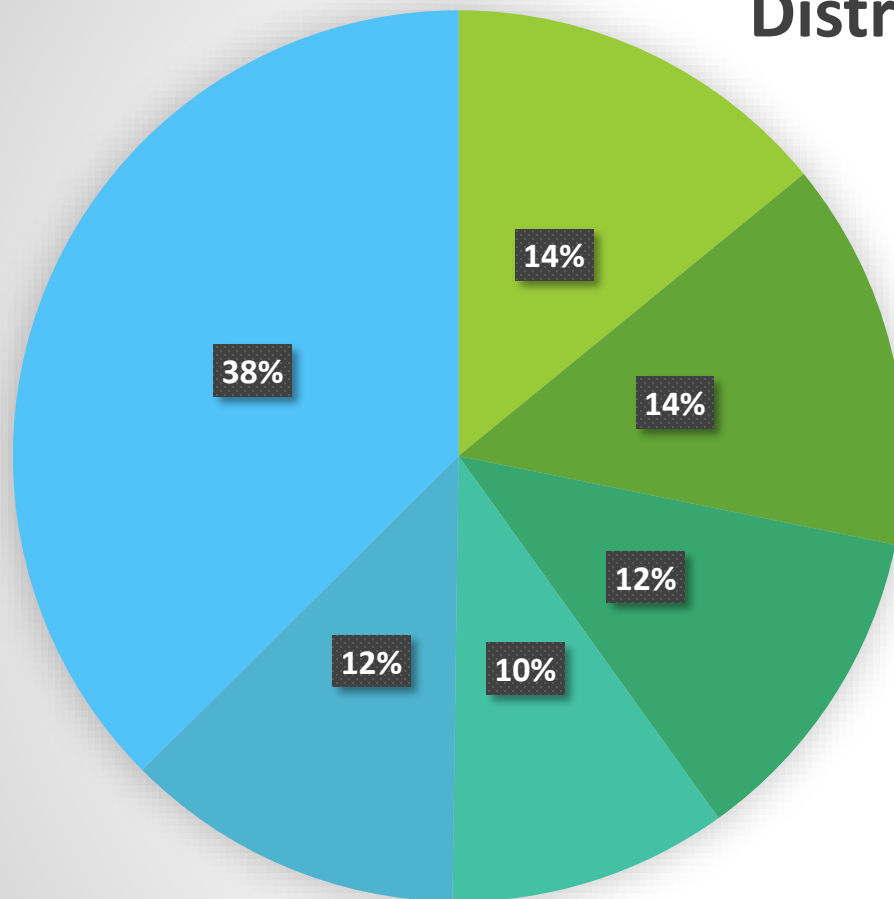


Grant	Amount
Perkins/VTEA	\$131,572
CTE Transitions	\$45,119
NCCPA Career Pathways	\$256,129
CTE Enhancement	\$88,000* (carry over)
Adult Ed Block Grant	\$ 750,000*
Youth Entrepreneur Funds	\$25,000
Foster Kinship Care	\$72,921

Grant	Amount
Data & Accountability	\$123,711
Strong Workforce	\$ 843,000
Unlock Data	\$50,000
TOTAL	\$2,385,512

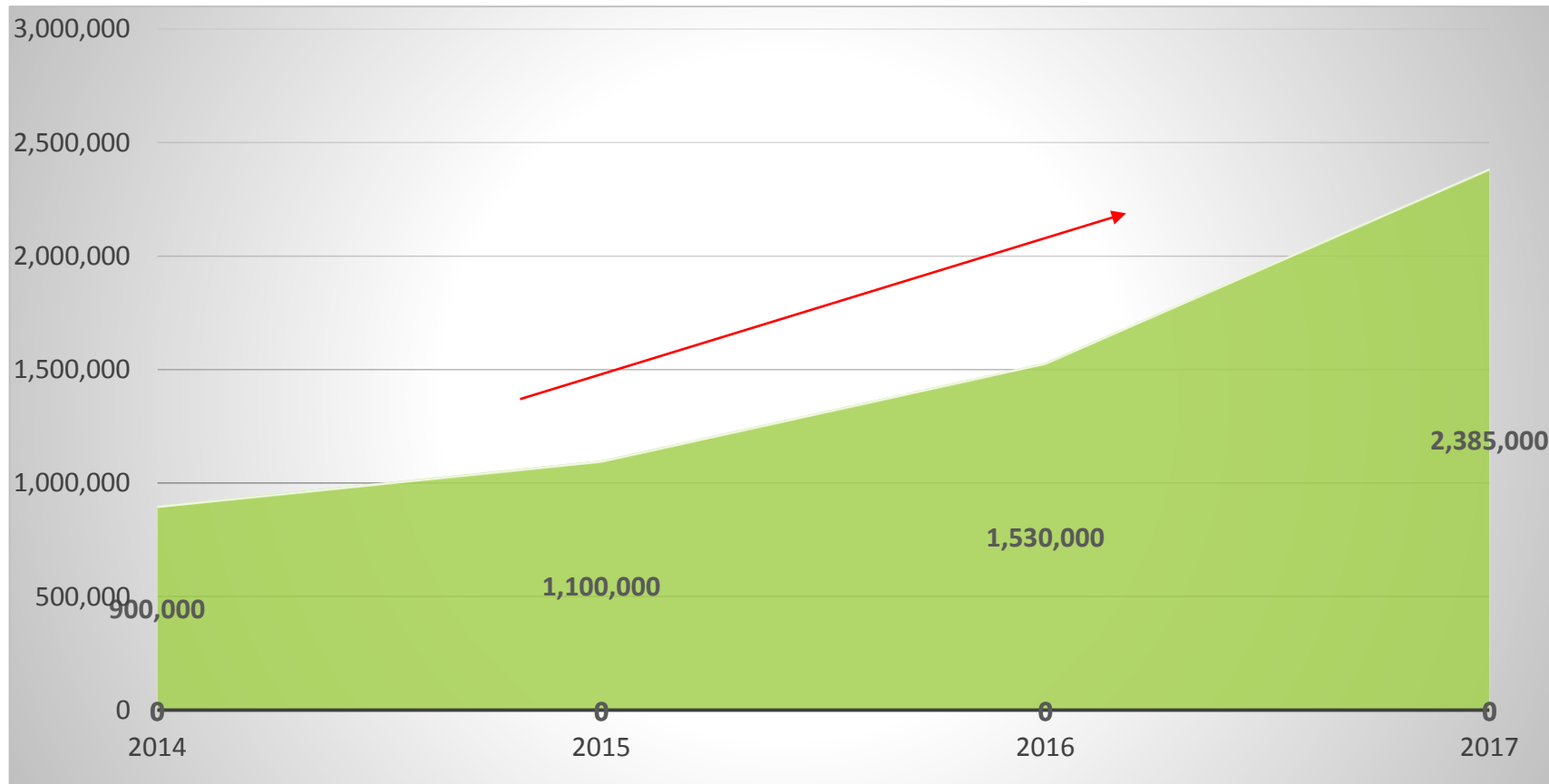
* AEBG is \$1,500,000 for 2016-17

Distribution of Workforce Grant funds



- Faculty
- Staff
- Benefits
- Supplies
- PD/Marketing/Contracting
- Equipment

Changes in WF Grant Funds 2014-17



Strong Work**Force**

Mission: MORE & BETTER

- **MORE** - Increase the amount of CTE instruction delivered (FTES, Headcount)
- **BETTER** - Continuously improve CTE outcomes (Success, Completion, Job Placement, Job Retention, Wages, Employer Engagement) with a particular focus on completion of industry valued credentials, job placement, and wage advancement
- Bridge Equity Gap for Students

2016-17 Strong Workforce Funds

Program	Local	Regional
Auto-Electrical	\$ 118,469.20	\$ 28,750.00
Business Info Worker	\$ 8,478.45	\$ -
CISCO Academy	\$ 20,552.38	\$ -
Medical Asst.	\$ 38,000.42	\$ -
Hospitality	\$ 10,000.00	\$ 103,611.60
Industrial Tech.	\$ -	\$ 79,750.41
Registered Nurse	\$ 119,973.76	\$ -
Landscaping	\$ 24,106.90	\$ -
Sustain Ag	\$ 19,089.50	\$ 38,977.45
Webmaster	\$ 20,999.80	\$ -
Graphic Design	\$ 12,999.83	\$ -



Northern California Career Pathways Alliance

NCCCPA

Partners

- *Marin Workforce Investment Board*
- *Marin County Office of Education*

Funding

- *2015-16: \$215,805*
- *2016-17: \$187,000*



Preparing all students for college, career & life!

Education Pathways High School-to-College

- Information Technology
- Medical
- Bio Science and Bio Tech
- Engineering
- Agri-Business & Entrepreneurship

Nine COM faculty participate in
program

Preparing all students for college, career & life!

- Articulated CTE classes
- Dual Enrollment classes
- Work-based learning experiences
- 2017 Summer Learning Academies-
for high school students
 - Internships and Work Experience in
Career Pathways



June 2017 IVC Academies

- Game Development
- Health Occupations
- Solar Engineering
Design
- Career Experience

Adult Education Block Grant



Marin Consortium Members

- College of Marin (Fiscal Agent)
- Marin County Office of Education
- San Rafael City Schools
- Novato Unified School District
- Tamalpais Union High School District
- Shoreline Unified School District

Funding

- 2015-16: \$750,000
- 2016-17: \$750,000
- 2017-18 \$123,000 Data & Accountability



New Programs!!

- More vocational ESL classes (customer service, child care)
- Noncredit CTE Academy – under development
- Dedicated tutors in basic skills classes
- Partnership with Homeward Bound for culinary certificates
- New COM summer orientation for adult Ed population
- Partnership with Mike's Bikes for bicycle maintenance program

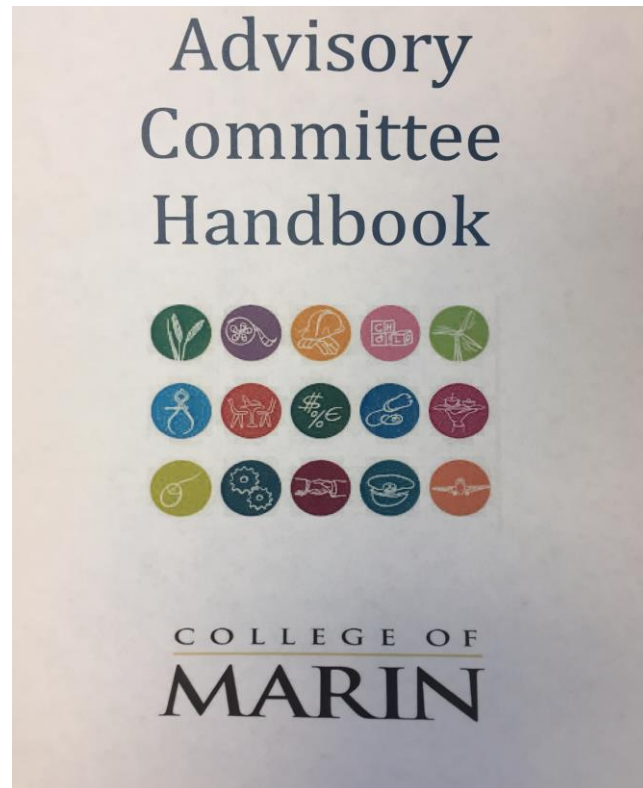


2016-17 Workforce Implementation Strategies

- Continue to align Strong Workforce grant funds and allocations
- Launch Strong Workforce marketing campaign
- Improve internal data processing for all programs to show all completions
- Track all relevant certificates
- Work with curriculum committee on streamlining process



2016-17 Workforce Implementation Strategies (*cont.*)



- Continue building Program Advisory Boards
- Continue enhancing partnerships internally and externally
- Launch noncredit workforce programs
- Continue to make data driven decisions using labor market information (LMI) and industry input

Workforce & CTE Program Staffing Needs

CTE Prioritization for staffing

- ◆ (1) Auto Technology ASE Certified Instructional Assistant (no cost)
- ◆ (2) Coordinating Units for ELNDS/ Ag Business 3 units \$12,000
- ◆ (3) Administrative Assistant Workforce Programs .5 FTE GE \$25,000
- ◆ (4) Workforce Specialist funded .30 FTE through GE \$28,000
- ◆ (5) Auto Tech/ Electronics. ACRT .5 Lab Technician \$25,000

Total Funding Request for Staffing: \$ 90,000

BIS Programmatic Needs

BIS Prioritization for General Fund Request

◆ (1) Microsoft Certification Cert Port (additional funds from grants)	\$20,000
◆ (2) CIS Computer Based Cisco Equipment (additional funds from grants)	\$20,000
◆ (3) Discretionary Funds for Unrestricted operations/supplies	\$10,000

Total Funding Request: \$50,000

CTE Equipment Program Needs

CTE Prioritization for Equipment (non grant funded)

◆ (1) ELNDS Hand Tractors & Sprayers	\$3,000
◆ (2) AUTO Lithium Battery	\$8,500
◆ (3) ACRT 4Post Car Lift	\$17,000
◆ (4) ACRT/Auto discretionary inst. supplies	\$5,000
◆ (5) Welding discretionary inst. supplies	\$5,000
◆ (6) Welding Safety Gear	\$5,000
◆ (8) Mach Tech Welding Tig*	\$20,000
◆ (9) Mach CNC Lathe*	\$50,000

Total Funding Request: \$113,500 *Mach not completing PR or Advisory Board Requirements

Questions?

Thank You!

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