



Strong Workforce Program Update on Process Report to PRAC

MAY 23, 2017

PRESENTER:

ELIZABETH PRATT, Ed.D

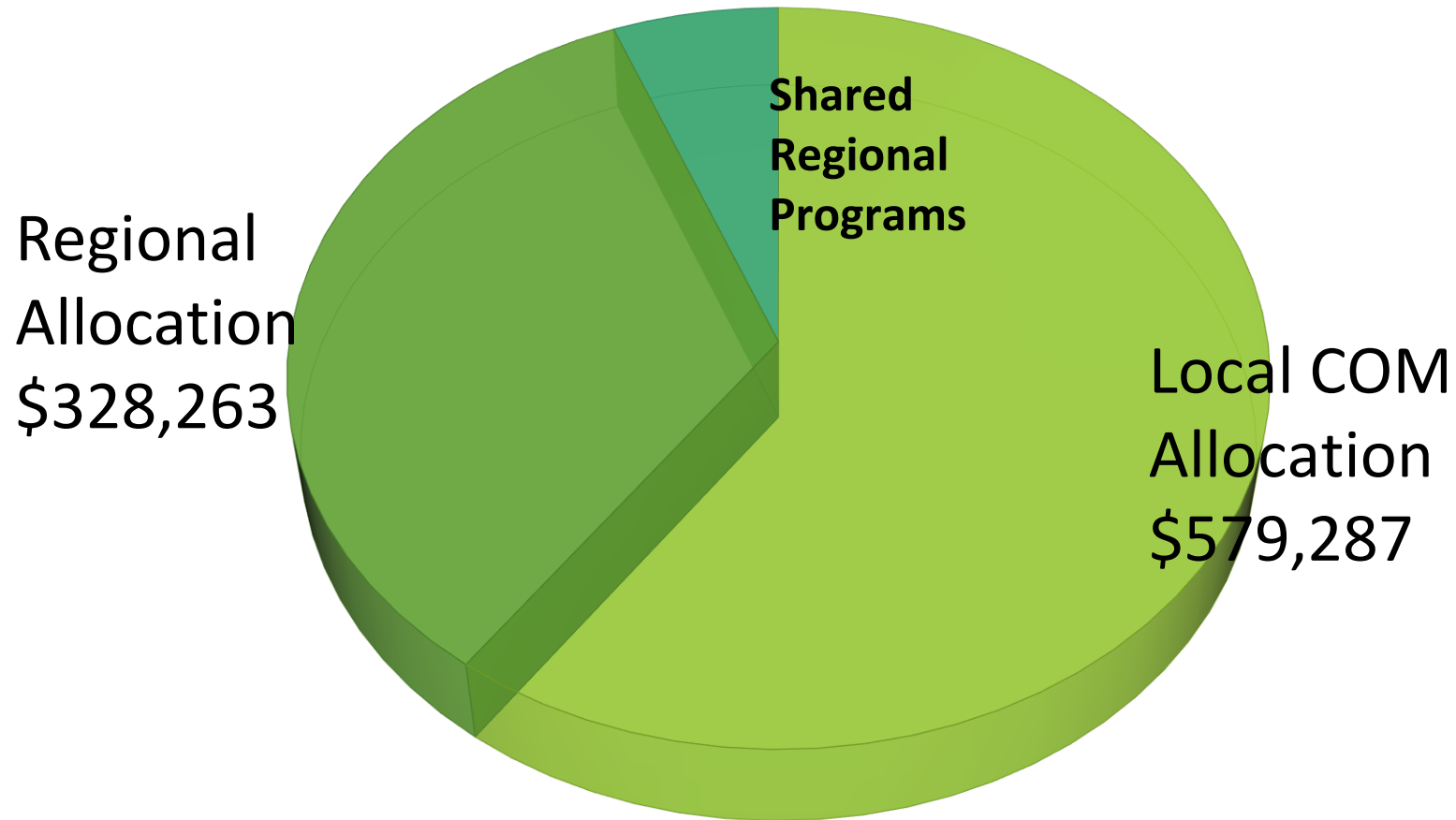
Strong Work**Force**

Strong Workforce Initiative

- Increased enrollments
- More completions
- Increased wages
- Meet labor market demand
- Bridge equity gaps
- Regional alignment

Challenge:
To increase completions, certificates, and industry credentials by 17% in 2 years.

Strong Workforce Initiative COM Resource Allocations \$907,550



Future Allocations 2017,2018,2019...

Funds are ongoing and have been allocated to districts based on

Current Allocations:

1/3 Job openings

1/3 Unemployment Rate

1/3 Proportion of COM CTE FTE

Future (2017) Allocations 1/6 based on performance

Integrated Resource & Strategic Planning

- Vetted through Academic Senate
- Creation of Strong Workforce Committee “SWAG”
- Meetings with CTE faculty
- Analysis of Labor Market Supply and Demand and
- Supported Application process
- Transparency in all funding resources
- Discussion on success, completions, enrollments (COM Strong Workforce Data Group)
- Quarterly updates from all approved programs funded

COM LOCAL SWAG Process Timeline 2016-17

Local Application Process

- Presented to PRAC/ Academic Senate
- First SWAG Meeting September
- Labor Market Analysis
- Application Process and Vetting
- Applications submitted and Approved
- Local Projects commence
- SWP Marketing Plan implemented
- First reports due
- Quarterly reports
- Data outcomes tracking
- 2016-17 Local Programs completed

August
September- October
October- November
November –December
January 2017
March
April
July 2017
July 2017- December 2018
September 2017- December 2018
December 2018

COM Regional SWAG Process Timeline 2016-17

Regional Application Process

- | | |
|--------------------------------------|-------------------------------|
| • Presented to PRAC/ Academic Senate | August |
| • First SWAG Meeting | September- October |
| • Labor Market Analysis | October- November |
| • Regional Funds Allocated | November |
| • COM worked on regional plans | January- February 2017 |
| • Regional Plans submitted | April |
| • COM “calls” for regional projects | May |
| • Regional Plans officially approved | June 2017 |
| • Quarterly reports | July 2017- December 2018 |
| • Data outcomes tracking | September 2017- December 2018 |
| • 2016-17 Local SWP completed | December 2018 |

Local Proposed Projects 2016-17



Expanded Med Tech/ Phlebotomy
Expanded Allied Health Simulation Lab



Cisco System ICT Network Certification
Business Information Worker
Graphic Design and Web Design



Enhanced Environmental Landscaping
Other: Electronics, Agri- Business, Hospitality

Strong Workforce: Approved Regional Programs

Regional Collaborations with North Bay Colleges and Workforce Development Boards

Santa Rosa, Napa and College of Marin partnerships:

- Agriculture- Business

- Hospitality

- Smart Advanced Transportation

- Industrial Technicians

- Information Computer Technicians



Expected & Unexpected Outcomes from SW Program

- Strengthened CTE Advisory Committees
- Leveraged partnerships for stronger career pathways
- Dialogue with local & regional industry round tables
- Better internal tracking of data and outcomes
- Align strategies to meet local & regional labor market needs
- More college-wide programs open to CTE
- Build awareness on CTE programs (marketing)
- Opportunity for interdisciplinary programs



Strong Workforce Timelines 2016-19

BEGINNING OF SWI FUNDING

FIRST PLANS SUBMITTED

16/17 REGIONAL FUNDS AVAILABLE
17/18 83% FUNDS AVAILABLE

17% FUNDS ALLOCATED

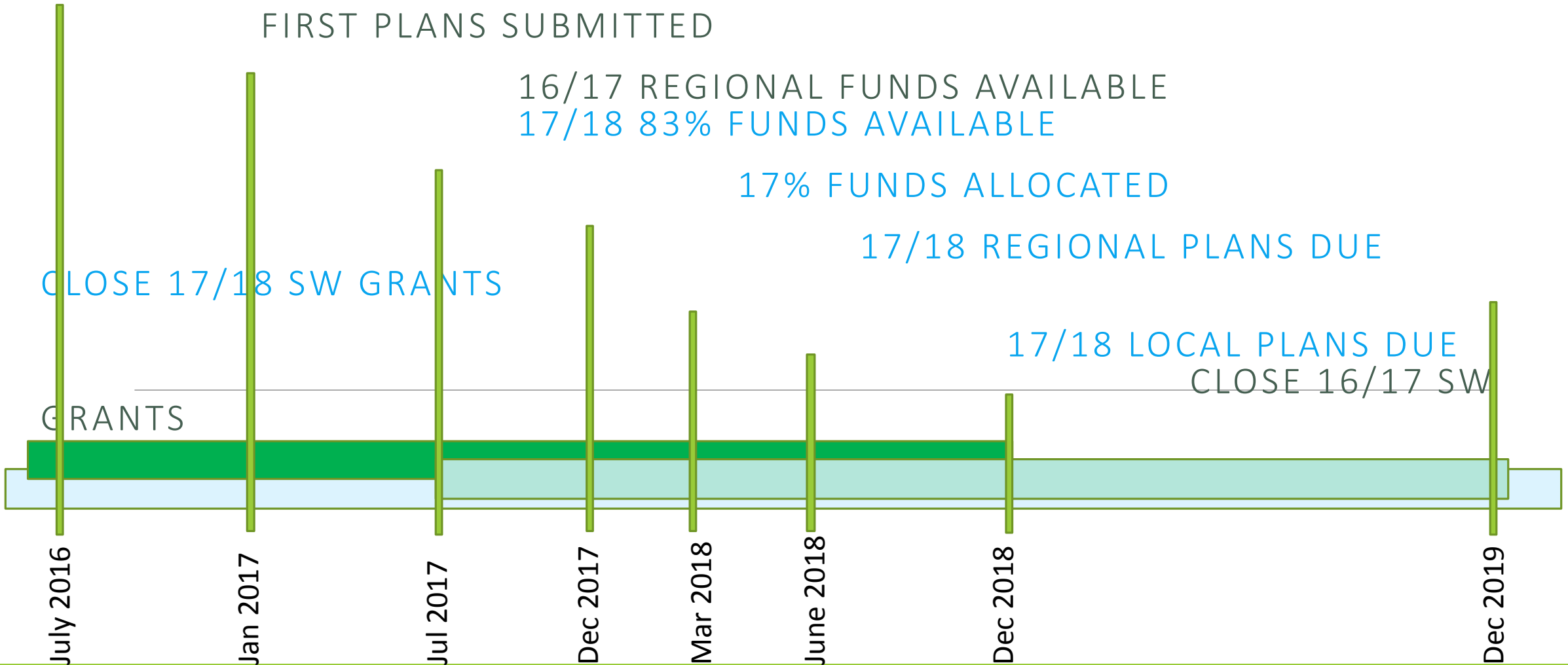
17/18 REGIONAL PLANS DUE

CLOSE 17/18 SW GRANTS

17/18 LOCAL PLANS DUE

CLOSE 16/17 SW

GRANTS



SWAG Feedback

The transparency of the proposal process was a positive

The grant process has been helpful in guiding the rebuilding of the ELND program

The proposal application and rubric processes could align much more closely to make the process easier for members to submit and score proposals

A final report document was requested to be mailed to SWAG members

Labor Market Information to identify gaps between educational programs and market needs in Marin County and the region was discussed and CTE staff will be compiling a resource sheet for faculty by the end of May 2017

An opportunity was noted to help facilitate faculty awareness of regional initiatives and support where they might discover ideas and regional partners for their proposals

It was noted that expanding summer career academies targeted at high school students would be an appropriate area for upcoming Strong Workforce proposals

The group supported expansion of marketing efforts for CTE programs

An emphasis was placed on communicating with high school counselors to educate and distribute marketing materials

Next Steps

- Incorporate feedback into 2017-18 application process
- Work with Regional Consortium (BACCC) to improve regional process
- Continue to improve SW Data collection and the SW Data Team
- Continue to expand marketing efforts
- Monitor and support 2016-17 local and regional projects
- Provide quarterly updates to internal stakeholders
- Provide quarterly updates and progress to Chancellor's Office and BACCC
- September- Start process for 2017-18 Strong Workforce Application (local)
- November- Start process for 2017-18 Strong Workforce Application (regional)

Discussion on Strong Workforce Internal Process

Thank you!

Strong Work**Force**