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DATE: September 11, 2017

TO: Regional Consortia Chairs

FROM: Matthew Roberts Ed.D., Dean Workforce and Economic Development Division

CC: Van Ton-Quinlivan, Vice Chancellor Workforce and Economic Development Division

SUBJECT: Updated Memo on “Projects in-Common” Across All Regions – 10% within the Regional Share (Please Distribute as Appropriate)

WHY SCALE PROJECTS IN COMMON?

For a number of the Strong Workforce Recommendations, and to achieve the [Strategic Vision for Success](#) outcomes, there is economy of scale to implement “projects in-common” across all regions. Existing pilots have informed effective practices for addressing these recommendations. According to the Strong Workforce Program flowchart, 10% of Regional share allocation can be deployed for Task Force recommendations and to achieve the outcomes for the Strategic Vision for Success with attention to: 1) region-wide outreach to employers on CTE by sector for purposes of internship/job placements; 2) region-wide outreach to students/families on career awareness/CTE options; 3) additional data-related needs; and, 4) professional development to streamline curriculum approval. Given the focus for these funds, we ask that you apply your 10% to scale “projects in-common”. The following items 1-6 describe “projects in-common” that have been piloted across the state, and the last page shows a spreadsheet with possible expenditures by region for each of the projects. Since these “projects in-common” have been effectively piloted, they pose an increased chance for success, and reduced risk.

PROJECTS IN-COMMON

Project 1: Centers of Excellence Regional Support for Data: The Centers of Excellence for Labor Market Information currently support the Strong Workforce Program call for the strategic study of the regional economies of California by providing customized data on high growth, emerging, and economically critical industries and occupations and their related workforce needs. The Centers of Excellence Directors currently provide accessible performance and labor market data to participating community college districts and their regional partners to support the implementation of the Strong Workforce Program and related efforts to align regional workforce and education programming with regional labor market needs. “Region” means a geographic area of the state defined by economic

and labor market factors. Braiding of funding for Centers of Excellence support and operations can further align regional efforts by continuing to make Labor Market Information available, and through the development of more personalized data to drive the regional economy.

Project 2A Outreach to Parents and Students & Project 2B Outreach to Employers - CTE Rebranding: The CCCCO will invest \$3M, if the regions can match \$3M toward a CTE Rebranding effort. The region's match would go toward customizing the outreach: 1) specific to the region's sectors and employer partners/voices; and, 2) specific to the ground-game needed in each region to get in front of underserved students/families so they better understand their higher education options. The CCCCO along with Public Relations firm Ogilvy recently launched the Rebranding Campaign for CTE. CTE Regional Consortia have begun to explore contracting directly with the vendor for the "customization package". It is important to keep consistency in the look and feel for how this outreach campaign is deployed or we undermine its effective and continue confuse employers/students; hence, the state continues to make this pledge the \$3M to match the investment of the regions in order to grow enrollment. <http://ccccteupdates.org/>

Projects 3 & 6: Employability/Soft Skills: The New World of Work is a 21st Century Skills Program that emphasizes curricular and employability skills that is quickly raising the workforce preparation of students in our system. 13 community colleges have piloted the New World of Work with positive outcomes and results. The New World of Work is currently funded by the California Community College Chancellor's Office Doing What Matters initiative and collaborates with employers, workforce development boards, educators, and research organizations across the country to build 21st Century Employability Skills. A series of webinars is being offered to K-12, Chief Student Services Officers, CTE Deans, counselors, instructional faculty, and student services professionals throughout our system to raise awareness levels of a suite of tools that will benefit student completion efforts. More information and to register for webinars on the New World of Work for 21st Century Skills: <http://bit.ly/2fw5MdP>.

With the Hi-Touch Health program, students learn soft skills are central to patient-centered care regardless of an employee's position within healthcare. The California Hospital Association, the Health Workforce Initiative (HWI) Statewide Industry Advisory Committee, the Statewide Sector Navigator, and the Regional Deputy Sector Navigators (DSN's) have recognized this need and subsequently requested that there be increased attention to Six Critical Soft Skills: Communication Competency, Workplace Ethics and Professionalism, Team Building and Collaboration, Effective Problem Solving, Embracing Diversity, Demonstrating Compassion. <http://bit.ly/2ffaBFT>.

Project 4: Early Career Exploration: The Get Focused/Stay Focused curriculum has been effectively tested in high schools by several community colleges in all 7 regions in the state for use with over 80,000 secondary level students. Who am I? What do I want? How do I get it? – These are three questions that are keys to student success, and three questions that should be answered before selecting a guided pathway. Career Choices and Changes, and My10yearPlan help students answer these questions while facilitating a planning process that: Matches pathway selection to future student goals, Results in informed decision making regarding a course of study, Development of a skills-based education plan, Leads to a 10-year Plan focused on successful completion and workforce entry. Whether as a part of the First-Year Experience or implemented preemptively in collaboration with your secondary school partners, the 10-year Plan will relieve overtaxed advising services while supporting greater student success. This is a 3 unit curriculum that will ensure students become college completers and help reduce attrition and increase completers. A direct link to learn more about the college/high school collaboration program model - Get Focused...Stay Focused <http://www.getfocusedstayfocused.org>.

Project 5: Scale Regional STEM/STEAM Teacher Pipeline: To remedy the continued statewide teacher shortage and to bring more diversity into the STEM/STEAM teaching pipeline, every region needs to produce a fair share of this workforce need. The STEM/STEAM Teacher Preparation Pipeline has sought to align career and technical education curriculum and student support services as a way to establish pipelines for students interested in teaching in today's STEM/STEAM fields. During the 2014-2015 year, the TPP campuses came together and created a state-wide collaborative. This collaborative focuses on the continuing development of a model of quality teacher preparation that includes career exploration, contextualized learning opportunities, teacher recruitment and retention, and the development of a quality teacher preparation model of collaboration that is currently shared regionally, statewide and beyond.

BUDGET

The following chart shows model budget expenditures by region for 10% of the Regional Share:

| Maro Region | Amount Available to Scale "Projects in Common" | Project 1: Centers of Excellence Regional Support for Data | Project 2A: Outreach to Students/Communities on Career Options | Project 2B: Outreach to Employers for CTE Internships/Jobs | Project 3: Employability/Soft Skills (scale New World of Work pilot) | Project 4: Early Career Exploration (scale Get Focused, Stay Focused) | Project 5: Scale Regional STEM Teacher Prep Pipeline | Project 6: Employability/Soft Skills (scale Hi-Touch Health Care) | |
|---|--|--|---|--|--|---|---|---|--------------------------|
| | | Calculation: 15% of 10% of Regional Share (approx \$10k per college) | Calculation: State match of \$3M to region's \$3M. 20% of 10% of the Regional Share | | Calculation: \$10K per college | Calculation: remaining balance after spending on projects 1, 2, 3, 5, 6 | Calculation: State match of \$1.2M to region's \$1.2M. 15% of 10% of the Regional Share | Calculation: \$5K per college | Number of CCs per region |
| A Sacramento & Far North | \$780,369 | \$78,037 | \$148,270 | \$148,270 | \$150,000 | \$76,307 | \$117,055 | \$62,429.53 | 15 |
| B Bay Area | \$1,695,006 | \$169,501 | \$322,051 | \$322,051 | \$280,000 | \$211,552 | \$254,251 | \$135,600.50 | 28 |
| C Central Valley | \$850,380 | \$85,038 | \$161,572 | \$161,572 | \$130,000 | \$116,610 | \$127,557 | \$68,030.37 | 14 |
| D South Central | \$462,496 | \$46,250 | \$87,874 | \$87,874 | \$80,000 | \$54,124 | \$69,374 | \$36,999.67 | 8 |
| E San Diego & Imperial | \$662,819 | \$66,282 | \$125,936 | \$125,936 | \$90,000 | \$102,217 | \$99,423 | \$53,025.50 | 9 |
| F Inland Empire & Desert | \$813,374 | \$81,337 | \$154,541 | \$154,541 | \$120,000 | \$115,878 | \$122,006 | \$65,069.92 | 12 |
| G1 Los Angeles | \$1,816,185 | \$181,618 | \$345,075 | \$345,075 | \$180,000 | \$346,694 | \$272,428 | \$145,294.79 | 19 |
| G2 Orange County | \$772,705 | \$77,270 | \$146,814 | \$146,814 | \$90,000 | \$134,084 | \$115,906 | \$61,816.39 | 9 |
| TOTAL | \$7,853,333 | \$785,333 | \$1,492,133 | \$1,492,133 | \$1,120,000 | \$1,157,467 | \$1,178,000 | \$628,267 | 114 |
| | | 114 | 114 | 114 | 114 | 114 | 114 | 114 | |
| Per College Investment | | \$6,889 | \$13,088.89 | \$13,088.89 | \$10,000 | \$10,153 | \$10,333 | \$5,511.11 | |
| | | | | | | | | | |
| | | | | | | \$ 100 | | | |
| Cost per student for Get Focused Stay Focused intervention | | | | | | | | | |
| Number of new high school students served | | | | | | 11,575 | | | |

* If projects funded by 10% of the Regional Share become duplicative, then please move those funds to Project 4: Get Focused/Stay Focused as a default.