

**California Community Colleges
Economic and Workforce
Development Program**



**Advisory Committee Meetings
June 15, 2011**



ECONOMIC &
WORKFORCE
DEVELOPMENT
PROGRAM

Through the
CALIFORNIA COMMUNITY COLLEGES



Advisory Committee Meeting
California Community Colleges Chancellor's Office
3rd Floor Boardroom

AGENDA

Wednesday, June 15, 2011

8:30 – 9:30	Executive Committee Meeting <i>(to include Chair, Vice Chair, Subcommittee Chairs, Board of Governors Representatives and Chancellor's Office Management)</i> Mr. Ray York, Dean, CCCCCO Economic & Workforce Development	Information
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Main Meeting: 10:00 a.m. to 4:00 p.m.

10:00 – 10:15	Welcome and Introductions Dr. Patricia Hsieh, Chair	Information
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10:15 – 10:45	1. Budget Update and Discussion Mr. Chris Yatooma, Director, Fiscal Budget Division	Information
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10:45 – 11:00	2. Approval of Minutes, February 3, 2011 Dr. Patricia Hsieh, Chair	Action
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11:00 – 12:30	3. Presentation and Discussion – Many Shades of Green Report F. Noel Perry, Founder, Next 10 Tracey Grose, Collaboration Economics	Information Handout
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12:30 – 1:00 LUNCH

1:00 – 1:30	4. Presentation: Environmental Technology Mr. Richard Della Valle, EWD Statewide Director	Information
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1:30 – 2:30	5. Presentation: Economic and Workforce Development Dr. Dianne Van Hook, Chancellor, Santa Clarita Community College District	Information
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2:30 – 3:15	6. Strategic Review Analysis and Recommendations Mr. Ray York, Dean, CCCCCO Economic and Workforce Development Ms. Elaine Gaertner, EWD Statewide Director	Information
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3:15 – 3:30	7. Initiative Updates	Information
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3:30 – 4:00	8. Public Comment	
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Adjournment



EDPAC Agenda Index June 15, 2011

Time	Agenda Item	Supporting Materials
10:00 – 10:15	Welcome and Introductions	N/A
10:15 – 10:45	Budget Update and Discussion	N/A
10:45 – 11:00	Approval of Minutes	<ul style="list-style-type: none">Minutes of EDPAC Meeting February 3, 2011
11:00 – 12:30	Presentation and Discussion – Many Shades of Green report	<ul style="list-style-type: none">Handout on day of meeting
12:30 – 1:00	LUNCH	
1:00 – 1:30	Presentation: Environmental Technology	N/A
1:30 – 2:30	Presentation: Economic and Workforce Development	N/A
2:30 – 3:15	Strategic Review Analysis and Recommendations	N/A
3:15 – 3:30	Initiative Updates	<ul style="list-style-type: none">Initiative Reports
3:30 – 4:00	Public Comments, Wrap Up and Adjournment	N/A



Advisory Committee Meeting Economic & Workforce Development Thursday, February 3, 2011



I. Dr. Patricia Hsieh, Chair, Advisory Committee, called the meeting to order at 9:30 a.m.

II. Members Present:

- ✓ Dr. Edna Baehre, Superintendent/President, Napa Valley College
- ✓ Mr. Eric Chisler, Student Senate for California Community Colleges
- ✓ Mr. John Chocholak, Small Manufacturers' Institute, Northern California Representative
- ✓ Mr. Jeff Cummings, Dean, Career & Technical Education and Economic Development, College of the Siskiyous
- ✓ Ms. Barbara Davis Lyman, Board of Governors
- ✓ Ms. Jehan Flagg, Special Assistant, Employment Training Panel
- ✓ Dr. Nicki Harrington, Chancellor, Yuba Community College District
- ✓ Dr. Patricia Hsieh, President, San Diego Miramar College
- ✓ Ms. Laurel Jones, President, Mission College, Santa Clara
- ✓ Mr. Marty Keller, Deputy Director, Small Business Advocate, Government Office of Economic Development
- ✓ Ms. Renee Martinez, Vice President, Workforce Education, East Los Angeles College
- ✓ Mr. José Millan, Interim Vice Chancellor, Economic Development and Workforce Preparation
- ✓ Dr. Jamillah Moore, President, Los Angeles City College
- ✓ Mr. Wheeler North, Academic Senate, San Diego Miramar College
- ✓ Ms. Alice Perez, Board of Governors
- ✓ Ms. Marlene Ruiz, Director of Education and Consulting, Kaiser-Permanente
- ✓ Mr. Wayne Schell, President/CEO, California Association for Local Economic Development
- ✓ Mr. Jeff Williamson, Statewide Director, International Trade Development, EWD
- ✓ Mr. Spencer Wong, Deputy Division Chief for Labor Market Information Division, California Employment Development Department
- ✓ Mr. Ray York, Dean, Economic & Workforce Development, Chancellor's Office

Also Present:

- ✓ Ms. Kay Ferrier (representing Dr. Ainsworth)
- ✓ Mr. Ken Quesada (representing Ms. Halsey)

III. Welcome and Approval of Minutes

Dr. Hsieh introduced herself and thanked everyone for attending. She reported to the committee the addition of four new college Chief Executive Officers (CEOs). Dr. Hsieh then gave an extended special thanks to Dr. Dianne Van Hook for all the behind the scenes involvement to ensure that this event occurs. She thanked Dr. Ben Duran for serving as Interim Chair and

helping in selection of new CEOs. She concluded by stating appreciation to Mr. José Millan, Dean Ray York and the staff of the Chancellor's Office.

Dr. Hsieh entertained the motion of the approval of minutes for September 29 and October 18, 2010. Ms. Jehan Flagg mentioned a correction to be made in her title, "employee" to "employment" The minutes were adopted and motioned to be approved.

IV. EWD Update and EDPAC – Discussion

Dean Ray York gave an overview on the activities of the EWD programs and the recent Request for Application (RFAs) that were released. The remaining funds for the RFAs were the (RTFs), Job Development Incentive Training Fund (JDIF), Industry Driven Regional Collaborative (IDRCs), Workforce Innovation Partnerships (WHPs), and Responsive Training Fund (RTF). The deadline for the proposals were Friday, January 28, 2011 and awards are planned to be issued mid February.

Dean York then gave a general overview of the RFAs. The IDRCs had remaining funds of \$200 thousand from the 2010-11 budget and received 8 applications. The RTFs had \$1 million remaining funds and received 22 applications. The JDIFs had \$1 million remaining funds and received 8 applications. The Workforce Innovation Partnerships had \$4.5 million remaining funds and received 61 applications. The various breakouts for the initiatives applied for were 5 for Manufacturing (CACT), 6 for Biotechnology, 14 for Advance Transportation Technology & Energy (ATTE), 6 for Business and Entrepreneurship (BEC), 3 for Workplace Learning, 2 for Business and Workforce Performance Improvement Center of Excellence, 4 with Environment, Health, Safety, and Homeland Security, 6 for International Trade, 6 for New Media and 10 for Health Workforce. He noted that there is a large amount of interest.

The next item discussed was the programs reauthorization. He noted that interest was to start the process early. During a recent meeting with the Networks and Legislation Sub-committee, the strategy was suggested to wait until the 2013 due date for authorization. The reasons backing the decision are: the current budget climate; a sponsor would be needed to carry the legislation; not currently in governor's proposed budget, and do not want program to be on the radar screen. This will give program time during 2011-12 to plan and strategize for more compelling reauthorization.

Dean York discussed the Board of Governors recent approval of \$2 million allocation for the Advance Manufacturing Project in Southern California. There is a noticeable interest in the employer community in advanced technology having labor demands. The EWD program wants to work with the Labor Agency to supplement funds with Workforce Investment Act (WIA) dollars. Mr. José Millan provided a detailed overview and said that about six months ago, the Chancellor's Office worked with manufacturing companies who are increasing production in aircraft components, biomedical devices, industrial instrumentation and computers. There were concerns that these companies would not find a skilled workforce. Given this opportunity, EWD received the funds and will work with the Workforce Investment Boards (WIBs) to provide training. Once training is completed, these trainees will be placed into jobs. The CACT's at each college are in charge of leading this program. Mr. Millan also noted that what is learned from the program will be put back into the community college classroom.

Question: Is there recruitment being looked at from the community colleges first?

Mr. Millan said that community colleges workforce programs are being looked at. In fact, two people have been hired from Cerritos College.

Dr. Nicki Harrington suggested that EWD look forward in time. She said that EWD is in top five ways to support recovery of the economy. EWD programs have put forth the effort for competitive grants but there is not enough money to fund them which results in benefits being lost. Other avenues should be looked at for funding. A compelling argument for legislators to see is the value of the program because what is not being accomplished because of not funding the program. There should be a strategy. EWD should send out a paragraph for each one of these projects to the Advisory Committee and possibly the committee could get some connections.

Dean York agreed with the suggestion. He said that the grants received are in the reader's stage and there is a good opportunity to look for funding from additional resources. He then expanded on legislative visits that were completed on Wednesday. The legislators wanted to know what EWD was doing in their district to create jobs and where the revenue stream was. He agrees that EWD should show how investment generates revenue in each of their regions.

Dr. Harrington said to take a look at the foundations and the work that they are doing. She pointed out disconnect between research data and the effort to get people with college degrees into the workforce. There is a waitlist in colleges for these programs. The foundations have money and the students are ready, but due to the state budget the space is not available. These pieces are not being brought together

Mr. Marty Keller supported what Dr. Harrington said. There are certainly other pieces and there should be a partnering in the conversations. Start with list of non-funded projects and have the committee create an evaluation of the situation.

Mr. John Chocholak stated his concern of the survival of manufacturing program in the state for community colleges and high schools. He sees equipment being disposed of and it is good equipment for manufacturer training. He does not see the interest from K-12 or college administrations wanting to trade this equipment around. He stresses his disappointment because there is huge expense being neglected. Recently, he has loaned some equipment to Visalia where in the past he would have donated. He will not do that anymore because he does not want to see it at a later time being rusted away or auctioned off. He would like to see reused in the system for advanced manufacturing.

Mr. Chocholak's solution is to start with the Chancellor's Office or the Board of Governors. They could come up with policies. Laws should be changed. Advocate, if equipment purchased with Federal dollars and it is no longer needed, it should be given to another school that can use it. The value of tax payers' money should be highlighted. Many of these machines have 30 plus years of life.

Mr. Keller inquired about the equipment being used for the new technology initiative that Mr. Millan discussed earlier.

There was a suggestion that there be a website for surplus.

Ms. Renee Martinez said in the Los Angeles area for community colleges, there is a process. There are also restrictions from the Federal Government. One program offered to colleges is the

trade up system where companies offer a credit for old equipment when purchasing new replacement equipment.

Mr. Chocholak agreed that the “trade up” is a good method. However, the Federal Government has made it easier to dispose of equipment. Equipment listed at \$5000 or less can be sold off.

Mr. Wheeler North said that there is a policy level/administrative detail that needs to be fixed. He gave an example where he had a classroom that needed equipment and they bought it from K-12 for \$1. However, K-12 could not sell it because they could not figure out the regulation of accepting the dollar. He said that legislation can get through the senate and assembly to create surplus notification for K-12 but they do not seem to use it. Colleges want to get programs started but don't have money for equipment. There should be a solution to get this fixed.

Dr. Hsieh commented on the importance of this issue. She said that it is not that the policy is there but it is the enforcement that is most challenging. She then introduced Chancellor Jack Scott of the California Community Colleges Chancellor's Office.

V. Perspectives on Economic Development and Workforce Preparation for California Community Colleges

Chancellor Jack Scott thanked everyone for inviting him to speak at the Economic and Workforce Development Advisory Committee (EDPAC) on Career Technical Education (CTE). He stated that he comes with two perspectives, one as a law maker and the second as having community college knowledge and experience. He said that his definition of education is self fulfillment and has been aware of people's interest in construction, printing and machining. From the beginning, he has been a very strong advocate of CTE. When he was in legislature, he authored the Senate Bill 70. This bill set aside money to be used for articulation for programs between high school and community colleges. He noted how fortunate he was to work with Governor Schwarzenegger on the CTE. The Governor had an honorable interest. He stated that when he was in government that there was a strong sense of interest in CTE. However, currently CTE has suffered a decline. Statistics show that 56% that graduate from high school have not taken the CSU and UC entry level courses necessary to get into these institutions. A certain percentage drop out but then there are those who would have profited from CTE. A byproduct of CTE, it introduces people to subject matters.

CTE's expense is the largest barrier. However, statistics indicate that through CTE, people are actually being prepared for real jobs. The areas that are not growing are those unskilled workers or high school drop outs. He said that the idea is to take those unskilled people and train them to get real jobs. This would help California get out of recession. CTE is an idea whose time has come. He encouraged everyone to present to the public and have closer ties with business world. They need to be informed of economic plight of the community colleges.

Chancellor Scott spoke about the current budget situation. He noted that we are in a \$25 billion dollar deficit and commended Governor Brown for facing reality and saying that we need to address the fact that there are less revenues to meet expenditures. The governor has a plan to solve the problem with both expense cuts and tax increases. This will be on the ballot for the public to make the decision. The problem is that getting it on the ballot requires 2/3 support from the legislature. If this tax does not pass, the cuts will be much deeper. Currently, Chancellor Scott is testifying on the budget proposal. The proposal consists of:

- Increase of community college fees of \$26 to \$36, generating \$110 million

- Cut of \$400 million to community colleges, less the \$110 million generated would make total cut of \$290 million
- UC system cut of \$500 million
- K-12 will not be cut at all if taxes stay as they are

Chancellor Scott does have issues with parts of budget proposal. The main problem is the statement that requests the census date be changed from the 4th week to course completion date. This impact would cause a 15% cut. He discussed this and other issues with Department of Finance. He is hopeful that legislators realize that these issues have not been thought through clearly. The second item that Chancellor Scott argues for is that if community colleges are forced to take a cut, their cap should be reduced. He wants colleges to be emphasizing completion, which is for CTE, transfer education and basic skills. He stressed that colleges continue to dialogue and talk to their legislators. Invite their legislators visit their campuses. This will impress them since the political theme is jobs, jobs, jobs. Community Colleges are the most economical segment of education in California. Community colleges educate at approximately \$5000 per student which is far less than K-12 and CSU and UCs.

Question: in reference to the fee increase, are legislators receptive to that?

Chancellor Scott said that the readings are positive. He met with the Chair of the Budget Committee from the Senate and he clearly understood. However, community colleges are not in any position to grow at this time.

Question: We continue to hear that some districts will not be able to provide classes during these budget times. Is there discussion for consolidating or rearranging districts for cost savings?

Chancellor Scott said that cost savings are always being looked at. For example, cost savings is in not offering as many courses. He said that it would be very complex to bring two districts together. It is a geographical problem and political push back.

Question: There is a rumor that there is possibility that the community colleges will be told that they can only serve one mission.

Chancellor Scott said that is not the true. Colleges need to be more rigorous about viewing programs as vocational and moving courses into community services.

Question: How do you see EWD and CTE playing a role in identifying what success is?

Chancellor Scott said that EWD will define success and not let people outside the system define success. There will be a whole year of planning for student success.

Question: If the tax budget does not pass and the state has to go to plan B, will K-12 be cut?

Chancellor Scott said that K-12 would take a cut because they have the most to cut. However, colleges would still have further cuts. He confirmed that his role is to minimize damage and if this happened, he would try to define it in ways that could be lived with.

Question: Technical skills are needed, but how aggressively are colleges pursuing distance learning and sharing curricula among colleges in using best professors to present things and follow up in an intelligent way?

Chancellor Scott said that community colleges have a higher degree of participation in distance learning than any other segment of education. He commented, that there should be ways in which the on-line courses be shared with one another instead of reinventing the wheel each time.

Dean York asked if the tax extension gets on the ballot and fails, will there be a forward looking plan on the categoricals that were already cut?

Chancellor Scott believes that colleges should have the control. Let them decide where to cut and not be micro managed from the top. He suggested that registration at colleges should be reviewed. He gave an example of a student that has 100 units, professional type student; he should be put at back of line. The high school student or transfer student should have priority. There needs to be decisions at the local level and let people know what needs to be done during tough times.

VI. EWD 2011-12 Budget Update

Mr. Chris Yatooma, Director of Fiscal Policy, delivered the budget news by reviewing the high points, process of budget, governor's proposal for 2011-12 and both the current discussions from both the assembly and senate. The governor released his budget proposal for the \$25 billion solution on January 10th. He took significant cuts throughout all programs in California. He did a split between revenue enhancements and spending cuts. These cuts are very significant; the cuts include Medicare, CalWORKS of \$1.5 billion, childcare of \$750 million, CSU and UC of \$1 billion, state employees of \$300 million, prop 98, and K-12. The community colleges share of these cuts is the \$400 million reduction. The only good news to the budget is the \$126 million of growth funding will not be taken away.

The \$400 million is being taken away in revenues from the state general fund; taking fee revenues in which there are three main sources of revenues that support the general operation of community colleges. These three sources are 62-63% revenues that support operations, 30% property tax revenue and 7-8% enrollment fees. In governor's proposal, he takes the \$400 million and backfills it by increasing student fees from \$26 to \$36 which is \$110 million. The net effect, the district's ability to serve students will be a loss of \$290 million. This cut in 2011-12 will be a 5% cut as compared to the 2009-10 cut of 3.3% which caused substantial reduction in classes and faculty. All this is predicated on the voters and getting the 12.5 billion in revenues. The governor said that if this fails, then the cuts can be multiplied by two which would make the community colleges cut almost \$600 million. The best case scenario for community colleges is the \$290 million and if this doesn't happen, things will get a lot worse.

Mr. Yatooma then explained a proposal that the governor had on the census approach, which was presented in a bill by Senator Liu last year. This would change the way that community colleges count students in terms of qualifying for apportionments. This would change the census state to the fourth week, when anyone who drops after the fourth week, the community college would still count their attendance for apportionment and the district would receive funding. Mr. Yatooma said that the message from legislators to the Chancellor's Office is the census approach will be rejected and allow the community colleges to take cuts as colleges see fit. He said that the package should be put together by mid February in hope for the 2/3 vote on March 1st to get on to the June ballot.

Comment: A lot of community colleges have a waiting list and this waiting list needs to be prioritized. Those students who perform and stay past the fourth week should have priority over those students who can't perform.

Mr. Yatooma agrees and said that in the future there will be a lot of discussion and new proposals. There should be a serious look at the master plan.

Question: Is there anything at the federal level that is being tracked that will have ramifications on the state budget?

Mr. Yatooma said that at this time there is not much hope.

Comment: In regards to the no-show and dropout rate, there should be a statewide study that would give community colleges accurate information on these actions.

Mr. Yatooma agreed. There are similar attrition rates at UC and CSUs.

Comment: Feedback on the LAO plan of 100 unit cap. There are some programs that require high units of measure and if the 100 unit cap is devised, then these students would be discriminated against. The dialogue needs to be aware and be careful as to what is proposed.

Question: Can you share with us the discussion on students receiving BOG waivers.

Mr. Yatooma said that the discussion had not been going on at his level.

Question: What is your sense of the work load reduction? Will it go to the \$290 million?

Mr. Yatooma said that he does see it going to the \$290 million. There is no time to go into a serious policy discussion. The governor will lay off the census approach and it will affect the workload.

VII. Legislative Outreach Update

Ms. Catherine Swenson opened with an overview of the latest Networks and Legislation conference call that was held on January 31st. The subcommittee discussed the attendance of EWD program at recent and future conferences. The EWD program was present at the Community College League conference in which Dean Ray York, Dr. Ben Duran and Dr. Dianne Van Hook were on a panel discussion. It was well received by the attendees. The EWD program will be co-sponsoring the upcoming CCCAOE conference coming up in March. This conference will also provide EWD to come together.

The other discussion was on whether EWD should move forward on re-authorization a year early. It was determined to wait until next year.

On February 2nd, EWD had an opportunity to do legislative outreach. There were scheduled appointments to focus on key committees from both houses; the Education Committee, Budget Committee, and Budget on Education Committee. There were a total of 56 legislators that were scheduled to meet with in which 26 were actual appointments.

Prior to the appointments, Theresa Tena from the Community College League gave EWD an insight on the mood at the capitol. The resounding message was putting people to work and workforce development. These key issues are what EWD does and there is data to back it up. The message shared with legislators was basically an educational mission about EWD program. The overall receptions of the meetings were very positive. Some of the new members that had never heard of the program were pleased and those that did know of the program were grateful to have an update and asked for follow-up of any future needs.

Ms. Swenson said that the response to the meetings were successful and very receptive. She thanked the leadership of Dr. Dianne Van Hook and Dr. Patricia Hsieh for their input on the talking points.

Dean York said that as a result, EWD did get requests from some legislative members to work on projects. The Chancellor's Office staff has been assigned various projects and proposals to support the legislators' efforts of their local and regional economies.

Question: How are you using the ROI report in these meetings because it is full of both qualitative and quantitative data?

Dean York said that he had to get clarification from researchers and break it down to know exactly the public ratio benefits to make it simpler to read. Dean York's next step will be meeting with the Chancellor's Office and Communication Office to work on packaging it so it can be distributed. He has also had conversations with Chancellor Scott to publicize the benefits of the program's revenue generation and creating jobs.

Question: Will the ROI be posted on the EWD website?

Dean York said as soon as it is summarized into each of its monographs it will be posted on the website.

Mr. Jerry Levine commented on the positive input and output of the legislative meetings. It was suggested to do this again. These meetings will keep legislators aware of the EWD program.

Dr Hsieh asked that each of the Initiative Directors that participated in the legislative meetings give input on any other areas that could be enhance for future visits to make it more effective. Some of the responses were:

- The visit to Senator Block invited EWD to participate in nursing program which resulted in putting together a pilot in San Diego
- Create a legislative taskforce, more strategic to invite teams from legislators local areas
- Outreach at local level
- In advance, know each legislator's pet project
- Get local contacts involved, use local workforce investment folks as combined trip
- Include student perspectives
- Get external 3rd party stakeholders, intelligence gathering

Dean York commented that recently added to the EWD database are the districts broken out by the senate and assembly. Now the Centers of each district can produce highlighted data. This tool can be used to target each district.

Dr. Hsieh thanked everyone for participating in the successful legislative visits. She then made a special announcement regarding the retirement of Dr. Nicki Harrington which will be affective June 30th. She asked Dr. Harrington to please participate in the scheduled May EDPAC so the committee could celebrate her tremendous contribution to the committee.

VIII. Presentation: CITD

Mr. Jeff Williamson, Director, International Trade Development, presented the mission and purpose of Centers for International Trade Development, CITD. Its mission is to advance California economic development and global competitiveness by providing quality training services to small to medium size enterprises that are potential or current importers or exporters. CITD service really focuses on five areas: 1) 1 on 1 assistance; 2), workshop and seminars; 3), reference and referral; 4), international matchmaking which CITD operates the export service for California; and 5), assistance to community colleges. Today CITD provides help in exporting global launch marketing, harmonizing trade. The change in important economic activities will be the new theme of the future. Mr. Williamson described projections of global marketing. He said that the global economic activity is shifting away from America and Europe to Asia and other developing markets. The global platform will increase competition and future business opportunities will come from global markets.

CITDs' opportunities are seen in think tanks and the President's Export Initiative. Over 10 million jobs are created from exporting. In California, 44% are dependent on global markets. Mr. Williamson said that CITD has been fortunate that their services are aligned with National Export Strategy. Their primary strategy is to get more small business to export. They help identify companies, connect to potential buyers, train employees, provide access to financing, and mitigate risks.

The CITD website provides information resources for companies, faculty and students. It contains a huge amount of information for people to utilize. CITD is also aligned with the state and regional economic strategies. Mr. Williamson knows that there are a half a million dependent on trade and CITD cannot serve them all so CITD has devised a strategic plan. Narrow down the focus by looking at good match regional economies, California industry clusters and high pressure to globalize. The segments are defined and this is what CITD focuses on. Last step is to partner to create scale and deliver benefits. Some of the strategic partners include community colleges and CCCCO, Department of Commerce, Export/Import Bank of the U.S., and SBA Office of International Trade. In a nutshell, the CITD identifies markets, understands needs, seeks funding and partner to scale out and create some value. There are a lot of services exported and opportunities are everywhere.

Mr. Williamson then introduced Brooks Ohlson from Los Rios Community College District. He is an expert in export administration legislation. Mr. Ohlson said that they serve rural businesses, small manufacturers and other companies. The farmers now have to export themselves. In the central valley where the largest supplier of robotics is located, CITD provides training and information for export orders.

Mr. Williamson introduced a second colleague, Mr. Victor Castillo who runs the Center for International Trade in the Los Rios Community College District and was formerly with the U.S. Department of Trade Administration. Mr. Castillo shares his expertise with the trade administrations for all the high tech type of goods and rural goods. He discusses how the middle man, broker, has been cut out. Through the CITD these people can be trained in exporting,

preparing for export license, export shipping, export management, customs authority, finding working capital money and preparing documentation. He concluded by saying that the CITD received the President Obama's E-Award for their achievements in contribution to national export expansion efforts that support the U.S. economy and create American jobs.

Mr. Williamson noted that CITD not only trains businesses but it also works with students. He then introduced Mr. Victor Castillo who runs the San Diego Regional Center. He discussed the launching of the Global Logistics Institute, the students served, and what the importance is for the region. Mr. Castillo said that they have served approximately 20,000 students and train both students and businesses in California lifestyle, logistics and transportation, Clean/Green Energy, food processing and Maritime. This has resulted in clients generating \$1,020,000 in international business transactions and interaction with professional partners. The San Diego CITD responds to urban and international needs. The strengths of the grant are institutionalizing and enhancing of the SWC Logistics and Transportation Certificate/A.S. program, strengthening relationships with industry by training their employees, enhancing the international skill set of students and provide new opportunities to students for internships and offer faculty professional development. Recent program results have significant accomplishments. They have set up an industry-focused Advisory Committee, involved in logistics industry of transportation, developed a brand website, developed key partnerships, established cross border linkages with institutions of higher education and public and private sector organizations, etc.

Mr. Williamson thanked everyone for their time and asked if there were any questions.

Question: Mr. Peter Davis asked, with all the classes developed, are there over 50 to 80 classes in the system?

Mr. Williamson said that these classes were available to share curriculum and build out additional programs. He asked the audience if there are any needs or businesses they know of that need his services, to please contact him.

IX. Presentation: Biotechnology

Mr. O'Neal, Director, Applied Biotechnology Initiative, gave an update and reviewed the new things that were happening in the Biotechnology Initiative. He said that biotech is a major tool for many industries such as law enforcement, pharmaceutical and military. The biggest aspect of biotech is the pharmaceutical industry. Revenues from top-selling 100 drugs, 28% are biotech origin and account for 22% of revenues of \$12.7 billion. In regards to agriculture, biotech is part of the adoption of genetically engineered crops in the U.S. Mr. O'Neal said that biotechnology is everywhere and is a part of our lives. He also said that California is headquarters for stem-cell research. The largest growth area of biotechnology is personalized medicine. They are working on medicines selected based on your genetic profile which would cause less trial and error and less problem with adverse drug reactions. He said that biotech is California's employment agent. It influences up to 4% of the state's workforce. He noted that the CHR report states that 80% of biomedical companies report that someone has courted them to move into their state or other country. There is a lot of pressure for biotech companies to relocate, however many are deciding to stay in California because of the availability of a highly skilled workers, entrepreneurial workforce, California's culture of innovation, and it is anchored by leading research universities.

The overall goals of biotechnology are direct services to industry, pre-training on campuses, capacity building, career pathways, faculty development and local workforce development.

Mr. O'Neal said that marketing efforts are geared toward pre-service work for students and industry. A website was created having an image map that lists all campuses providing biotech.

Mr. O'Neal said that local programs respond to local industries and then cited examples. A survey was conducted on TOPS codes of majors to see what students were earning after four years. The data shows that a biotech student earns more after four years. One year after graduation median income for biotech students' rank 16th of 95 fields. He said that the biotech faculty is a cohesive group regardless of what community college in which they reside. They hold an All Hands meeting and are launching a webinar series that keeps everyone connected.

Mr. O'Neal noted that workforce is the hot topic. Biotech recently had a Workforce Summit in Los Angeles. This past summer there was an expansion at the Pasadena Incubator and next year more expansion due to stem-cells. He then shared some of the exemplary programs; LA Trade Tech College has a fast track program to work in collaboration with local WIBs, biotech is targeting displaced workers, San Diego started a bridge program which has a focus on math and science program for Biotech students, and NUUMI counselors are helping displaced biotech workers.

Mr. O'Neal concluded his presentation by summarizing the positive aspects of biotech. He said that a number of colleges around the state offer biotechnology courses or programs, biotechnology enrollments are growing, biotechnology graduates tend to earn more than average for all community college graduates and local programs respond to local workforce needs. He said that there is increasing pressure on biotechnology programs due to the expense and relatively lower enrollments.

A copy of this presentation will be posted on the EWD website.

Question: What does "TOPS Code" mean?

Mr. O'Neal said it means taxonomy of program. It is how programs are classified through the California Community Colleges Chancellor's Office.

X. Comments from the Public

Before taking comments from the public, Dr. Hsieh introduced the new Vice Chancellor for Finance and Facilities Planning, Mr. Dan Troy. Mr. Troy thanked everyone and said that he looking forward to working with everyone.

Dr. Hsieh then asked if there were any comments to share and there was no response.

XI. Initiative Directors Overview

Mr. Bruce Whistler, Director, Workplace Learning Initiative, spoke about building efficiencies within basic skills. They are now partnering with the Basic Skills Initiative, a non-profit group called Career Ladders. This will start rationalizing resources and becoming more efficient with all different funding sources. Mr. Whistler said that Workplace Learning is launching the initiative as a "Resource Center". They are offering to help provide services to colleges by providing more with less in addition to the regular product line of WpLRC. He said that they are also doing a lot of work with high schools in which they are doing basics of sustainability course.

Mr. Peter Davis, Director, Advanced Transportation Technology & Energy, shared his news of what his initiative has been doing quarterly. Mr. Davis said that recently he received a grant for from the WIB for \$150,000 and a \$500,000 contract with the USDA to help farmers understand energy and efficiency with use of their property. The South Coast Air Quality just awarded \$250,000 contract to the ATTE. Mr. Davis is looking forward to the 80,000 new jobs that will be created through the high speed rail. This is a great opportunity because it will be billions of dollars coming our way. ATTE has also delivered training with several outcomes. Training has ranged from community college and high school faculty, students to transit employees, resulting in over 6900 contact hours of in advanced technology and advanced transportation training.

Comment: Regarding high speed rail, the former governor vetoed that bill and today it is in limbo. It has not been proposed as how to assess workforce and labor market of high speed rail.

Mr. Steve Wright, Director, Multimedia and Entertainment Initiative, reinvented the initiative as new media initiative to focus on interactive internet and mobile technology to meet needs of small businesses today to compete in global market. He is working on a workshop to be rolled out in February and a second workshop focused on Spanish speaking, all in Spanish. The Spanish workshop is meant to help Spanish speaking be successful in the internet and technology to recover in this economic time.

Ms. Elaine Gaertner, Director, Centers of Excellence, explains that in this current year there are four centers that are funded along with one affiliate center and two advance research hubs that are partially funded. COE straddles the balance between serving colleges, businesses and students. The newest outreach effort is to serve students through new site called Path to Careers. COE has launched new studies in hybrid technologies, partnership with CACT manufacturing study, a medical imaging study and a logistics study. COE will be providing special projects for rural economies in which a new rural initiative will be launched called Drivers of Change.

Ms. Linda Zorn, Director, Healthcare Workforce Initiative, spoke about professional development and collaboration. The professional development is primarily for faculty and industry partners. Ms. Zorn gave a few highlights of collaboration. HWI will be working with the new California Health Workforce Development Council held February 2nd through March 16th on implementing focus groups throughout California about the healthcare reform and how it will be rolled out. The second item, HWI is partnering with California Institute for Nursing and Health Care on the Regional Action Coalition Team for implementing the report on the future of nursing. Other activities are nursing EB1295 which are collaborations with AND to BSN programs. HWI has a pilot program at both Butte College and Chico State for AND to MSN. Last highlight, the advisory committee suggested that HWI take a look at program realignment in which currently is being reviewed.

Mr. Richard Della Valle, Director, Environment, Health, Safety and Homeland Security Initiative, gave a broad look at the courses being offered. One Center is offering over 60 classes in a variety of areas in the environmental compliance area. Also Center is offering emergency response training. The other three Centers have ongoing extensive classes.

Mr. Jose Anaya, Director, Applied Competitive Technology Initiative, said that for the next two years six CACTs will be serving manufacturing. In addition, the CACTs have been asked to go after additional funding for projects. Two projects currently funded with the National Science Foundation. The first project is curriculum development in aerospace and the partners are Boeing, Northrop Grumman and Lockheed. This curriculum in new technologies will be in development for the next three years and CACT university partners are Purdue, Oregon and

Butler College. The second project is the Tech Explorer which introduces manufacturing projects for high school.

Ms. Catherine Swenson, Director, Training and Development, highlighted an upcoming event, the Contract Training Summit on February 17th which will include a panel of business partners and administrators of colleges. The summit will focus on challenges faced by practitioners within the colleges and working with California Community Colleges. The participants will learn to work with senior leadership to remove barriers in doing their jobs. The opening speaker will be Dr. Dianne Van Hook and the closing speaker will be Dean Ray York. Ms. Swenson then called attention to a contract from California Department of Corrections and Rehabilitation for \$1.9 million over three years to train their staff. The Corporate College continues to work with the California Conservation Corp. and Kaiser. Ms. Swenson's initiative continues to focus on securing new contracts for the colleges across the state.

Dr. Hsieh commented how important it is to identify alternative funding sources. She congratulated all directors for working with consortia to serve the region.

Dr. Hsieh said that the Advisory Committee plays a critical role in providing advice. She informed committee members that she will be sending out an Email for members to sign up their first and second choice to one of the three sub-committees. Then members will be assigned to sub-committee by Chancellor's Office. She noted how important it is to lay the ground work for reauthorization, there needs to be outreach and more needs to be done with the limited resources. She said that she looks forward to working together.

Comment: Suggested to have a task force within the Advisory Committee.

Dr. Hsieh agreed.

Comment: The thought is to start strategies earlier. Should have a timeline prepared by next EDPAC meeting.

Dr. Hsieh said that she has already discussed this with Dean York. The plan is to come up with a draft proposal for a May retreat. The rules will be followed but will not stop the work to continue on with a strategic plan.

Comment: The Academic Senate has a Vocational Faculty Leadership Institute to develop new leaders in California Community Colleges. The senate partnered with American Association of Community College Workforce Development Institute and in the general session there was a presentation on what was happening in EWD. It was noted that many did not know that EWD existed. This illustrated that EWD needs to have both internal and external awareness. Need to develop a culture of champions to take the lead to help EWD survive.

Mr. Marty Keller thanked Dr. Hsieh for a great job running the Advisory Meeting.

Meeting Adjourned at 2:22 p.m.



Initiative Reports

June 2011

Health Workforce Initiative

Linda Zorn

Based on the work plan and overall goals of the Health Workforce Initiative (HWI), this update will focus on one objective: Integrate career pathway concepts into all new or existing allied health programs. The Health and Science Pipeline Initiative (HASPI) in partnership HWI hosted two workshops serving the San Francisco Bay, Orange County, and Los Angeles regions. Workshops were free to high school and middle school science teachers and ROPs. Participants learned how to replicate the successful collaborative created by HASPI that has increased student performance in middle and high school science courses, while strengthening transition and retention rates in community college programs. Workshop outcomes included instruction on how to prepare students for careers in health and medicine and provided medical resources that can be immediately incorporated into current standards-based science courses. Evidence of increased student performance in science coursework was provided and participants were given the opportunity to collaborate with teachers, schools, and healthcare industry partners as well as engaging in discussions on the implementation and support of best practices. Participants also had the opportunity to participate in an interactive science lab that can be easily duplicated in their classrooms.

The two workshops held: one, the San Francisco Bay Region Workshop on February 25, 2011 had attendees from 9 Counties, 18 Districts, 16 High Schools (31 Teachers, 1 Coordinator, 3 Administrators), 3 Middle Schools (3 Teachers), total of 39; two, the Orange County and Los Angeles Workshop on March 18, 2011 with Attendees from 4 Counties, 19 Districts, 22 High Schools (36 Teachers, 7 Coordinators, 1 Counselor), 1 Middle School, 2 community colleges, total of 47. The total workshop participants were from 13 Counties, 37 Districts, 38 High Schools (67 Teachers, 8 Coordinators, 3 Administrators, and 1 counselor), 4 Middle Schools, total 86.

Business & Entrepreneurship Center Program

Michael Roessler

The Business & Entrepreneurship Center (BEC) Program is now fully engaged in the second round of the Faculty Entrepreneurship Mini-Grant Program. This Request for Proposal (RFP) was offered to colleges who have engaged, previously or through this grant process, a faculty entrepreneurship champion. Grant awards will be \$5,000 to \$15,000 per college for the 2011-12 academic/fiscal year with all funded grants required to report and share their activities. Twenty-seven proposals have been received with recommendations for funding to follow.

The purpose of this program is to enhance California community college enrollments by improving and increasing entrepreneurship courses, certificates and degrees and expanding entrepreneurship curriculum across disciplines. A full-time faculty member will supervise funded proposals.

Expected outcomes are the development of entrepreneurship courses and or programs, acceptance by local curriculum committees and boards, preparation of marketing materials, and placing in the fall 2012 catalog and class schedule. Most of the work will occur in the fall semester 2011 and early spring 2012.

Workplace Learning Initiative

Bruce Whistler

The Workplace Learning Resource Initiative (WpLRI) has continued to develop its presence as a resource. During this quarter WpLRI hosted two Webinars. One, focused on Using Open Educational Resources (CCCOER) in CTE and EWD co-hosted by the Community College Consortium for Open Educational Resources. The second Webinar was delivered by one of the leading lights in the field of learning trends in business and education. As a direct result of the first webinar, the WpLRI will also be adding open source courses to the curriculum database through collaborating with the CCCOER.

The WpLR Regional Centers are continuing to develop, customize and leverage resources to maximize the impact of our program while building efficiency. Two Centers have internally developed curricula and repurposed them to serve high schools. The WpLR Center at Los Rios has now piloted a customized version of its Next Skills Academy at two high schools—Sacramento Academic and Vocational Academy SAVA (NEXT Skills is a graduation requirement for CTE Students) and Dozier-Libbey Medical High School in Antioch. About 300 students will receive certificates for getting a B or better in the course. The WpLR Center at El Camino Community College in partnership with instructors is Piloting Principles of Sustainability a customized curriculum developed by the WpLRI. The core module contextualized to basic math standards was delivered at Leuzinger High School in Hawthorne to 80 participants.

The WpLR Centers in Merced and Cuyamaca are partnering to deliver Customer Service Academy and Generational Diversity training in San Diego. The WpLR Center in Ventura took an IDRC developed VESL course for agricultural workers and re-contextualized it into a Custodial VESL Course for managers and supervisors. This curriculum was contextualized for those who worked their way up to their positions though exceptional performance, but lack language and culture skills required for exceptional performance English Speaking Businesses.

Centers of Excellence

Elaine Gaertner

The Centers of Excellence (COE), in partnership with business and industry, conduct workforce research on emerging industries and occupations for use by colleges in resource development and program planning. The COE's workforce studies produce environmental scans, research briefs, career fact sheets. The Centers also provide customized labor market information to individual colleges. For example, the COEs assisted a number of colleges in responding to DOL's recent solicitation for TAA grants.

Colleges wishing to access the COE can find the respective counties each COE serve under "Contact Us" at the COE website: www.coeccc.net as well as at the EWD website. Additional career information for students, counselors, and program developers can be accessed at www.Path2Careers.net. The COE at Modesto JC hosts two additional projects to provide customized labor market information and technical assistance to rural community colleges. For more information, please contact Michelle Marquez at marquezm@mjc.edu.

Three recently released studies may be of interest to EDPAC members: One, Mobile Media study, this study released that mobile access to the Internet exceeded desktop access for the first time in 2008. Information Technology professionals expect software application development for mobile devices will surpass all other platforms by 2015. This study, focused on LA and Orange County, provides an overview and will be followed by a second-phase primary research study in which the COE will identify occupations, skill sets, and the number and types of jobs that are impacted by developments in mobile media in multiple regions of the state. Two, Medical Imaging study, this study was done in the Central Region and reported profiles of five medical imaging occupations and five imaging subspecialties with relevance to community colleges. More than 200 employers in the region were surveyed, projecting job growth of almost 990 medical imaging positions over the next three years. Three, Digital Literacy study, revealed Information and Communications Technologies sector is expected to grow by 11% in the next five years, expanding by as many as 4,500 jobs. This report is one of a series of reports on the ICT sector and was done in the Greater Sacramento Region.

Additional environmental scans will be published in the next quarter in solar occupations (including utility scale solar), the agriculture value chain, and water/wastewater.

Environment, Health, Safety, and Homeland Security Initiative

Richard Della Valle

Embracing corresponding occupational projections for the counties within its district service area, Allan Hancock College is moving forward with construction of a state-of-the-art Public Safety Training Complex at its Lompoc Valley Center, which currently hosts the Central California Environmental Training Center (CCA ETC). Once finished, this facility will be a premier destination for environmental, worker health & safety, emergency medical services, fire, and police training and certification needs. The Public Safety Training Complex is a \$46.2 million, 51,197 square-foot facility that has been meticulously designed for every training need. Some of the major features of the complex include an emergency vehicle operations course, skid pad, a six-story fire training tower, a scenario village, confined space/trench rescue training facilities, shooting range, fitness track, obstacle course and more. The training complex will also feature more classrooms, laboratories, locker facilities and conference spaces than currently available in existing facilities. In total, the project spans 80 acres.

The 2012 federal budget recommends the allocation of \$2.1 billion to the National Nanotechnology Initiative (NNI), a federal interagency research and development program that studies the imaging, measuring, modeling, and manipulation of matter at the nanoscale, a measurement of particles between 1 and 100 nanometers (1 billionth of a meter) in size. Part of the NNI budget is dedicated to studying the environmental, health and safety (EHS) exposure to, and implications and use of, nanomaterials. To address these growing needs, the California Community Colleges' Environmental Training Center (ETC) hosted a workshop entitled "Introduction to Nanomaterials and Occupational Health". The eight-hour course hosted by Mission College in Santa Clara reviewed current EHS knowledge, provided guidelines for risk management, and offered tools for tracking the latest health and safety impacts in the field.

Applied Competitive Technology Initiative

Jose Anaya

A recent article in the Wall Street Journal entitled "Help Wanted on the Factory Floor", states that manufacturers are now scrambling for scarce talent. Even with high unemployment, manufacturers are struggling to find skilled workers due to a convergence of three trends. First, manufacturing jobs are growing. Second, baby-boomer retirements are starting to sap factories of their most experienced workers. An estimated 2.7 million manufacturing employees, nearly a quarter of the total, are 55 or older. Third, the education system isn't turning out enough people with the skills needed to operate and repair sophisticated computer-controlled factory equipment, jobs that often pay \$50,000 to \$80,000 a year. To respond to this need, the CACTs have formed a state-wide collaborative to seek out grants which will be used to address the training and job placement needs associated with the manufacturing industry's new and emerging technologies – the most difficult to fill jobs. The CACT collaboration has secured over \$2 million in grant funds for this project, and has recently submitted Trade Adjustment Act and H1-B U.S. Department of Labor grants.

Although the collaborative is state-wide, it takes a regional approach to the training, preparation, and job placement of the unemployed workforce, since companies using the new technologies can usually be found clustered regionally. A recent survey identified a lack of skilled workers in such diverse industry sectors as: aerospace, biomedical devices, alternative energy, and industrial instrumentation. These sectors, like others, are currently experiencing a steady growth in business, as well as in their need for a skilled workforce. The important link in the success of this collaboration is the CACT's industry partners, and the well-established, long-term training relationships the CACTs have with them. Thus, these companies are willing to hire CACT trained workers. Some of the companies include: Advanced Bionics, Alcoa, Alcon, Allergan, Boeing, Boston Scientific, Edwards LifeSciences, General Atomics, Hitco Composites, Northrop Grumman, Space Explorations Technology, Upwind Solutions, and Weber Metals, to name just a few. On an average, these companies are creating hundreds of new permanent job openings per year, and will continue to create jobs into the foreseeable future.

Applied Biotechnology

Jeffery O'Neal

Applied Biotechnology (BIOTECH) has been busy this quarter. The first major activity is our work with Team California, local biotechnology trade organizations, that includes BayBIO and BIOCUM, as well as the CSU and the UC. Together we developed a marketing effort for the State of California to the Biotechnology Industry Organization's annual international conference in Washington DC, BIO 2011. The Initiative is playing a major role in developing data supported arguments as to why California is the premier location for leading-edge biotechnology. A second activity is our work with industry trade organizations, and the national biotech education program, BioLink, to conduct a workforce survey on biotechnology jobs in California. The survey includes hiring trends for the past three years, salary ranges and salary growth, as well as job descriptions demonstrating rapid employment growth. The survey will help all the organizations better coordinate services and respond to shifting workforce needs. Results of the survey were made available at the Senate Select Committee on Biotechnology hearing held on October 1 at the biotechnology initiative center at Ohlone College in the SF Bay Area.

The third activity was possible because funding through a Workforce Innovations Partnership Grant was awarded to North Valley Biotechnology Center in Sacramento (NVBC). This provides for educational training and support to regional high school teachers and science programs through partnerships among the NVBC, regional Colleges and leading local industry (including Biorad, Arcadia Biosciences, UCD Biophotonics, and CSU Sacramento to name a few). The goal of the project is to provide engaging science based activities to students in the Sacramento and Central Valley regions, thereby stimulating student interest in science and exposing them to new career opportunities. One teacher training workshop was held in April and three additional workshops are planned for the summer, topics include Forensics, Biomolecular techniques and Bioinformatics. Lastly, our SF Bay Area Center Director was named to the Board of Directors of BABEC (Bay Area Biotechnology Education consortium). This is a regional network of local science education organizations based in the Northern California Bay Area. BABEC is dedicated to increasing student understanding of key concepts in molecular biology and raising student awareness of applications and careers in biotechnology. The Bay Area center also collaborated on a Career Fair with BioSpace, the premier operator of career fairs and life science jobs web site in the SF Bay Area. The fair drew over 1000 job seekers.

New Media & Entertainment Initiative

Steve Wright

New Media and Entertainment (NMEI) has proven to be an invaluable resource. NMEI recognizes that every business in every industry in California is feeling the changes driven by the interactive internet. NMEI is there to train these new media challenges. The current status of the initiative in Interactive Internet & Mobile Applications for Business, iima4biz, are the completion of two pilot workshops with 19 businesses, revised curriculum and launched 900+ mailers to business groups to market the workshop (www.web4biz.org). These workshop participants gain the skills and no-nonsense, product neutral knowledge needed to: a) identify applicable internet and mobile tools; b) integrate internet and mobile applications into a cohesive, targeted marketing strategy to select and use customer service tools to turn customers into a social marketing sales force; c) increase efficiency through collaboration and productivity tools; d) Make choices that optimize implementation and maintenance of selected applications, tools and techniques.

The newest program is the Spanish Speaking Technology Tour: Tecnificate. This is presented as a free event. It is a Saturday four hour series of presentations in Spanish by successful entrepreneurs and technology experts regarding the value of the internet to business and students. The outcome from the first event held in January 22, 2011 at the LAMC was successful. There were 200 attendees and it was reported on Univision. There is a second Tecnificate scheduled for College of the Canyons with an estimated 500 attendees. (www.tecnificate.com)

Training and Development Institute

Catherine Swenson

Training and Development has been working on developing professional development opportunities for EWD practitioners. Two Customer Service Academy Train-the-Trainer have been scheduled in June and August, in Sacramento and San Diego respectively. In addition to the San Diego CSA, Next Skills training will also be offered.

Training and Development continues to provide technical assistance to community colleges in various technical areas such as Education Code information, contracting questions, pricing information, and organizational structure. Training and Development will be facilitating a panel discussion on contract education and alternative delivery streams and funding sources at the Central Region Consortium Planning Meeting in June. In addition colleges will receive an electronic tool kit of resources for contract education practitioners.

Training & Development facilitated the EWD partnership with CCCAOE to provide a strand of EWD workshops and to be a sponsor of their Spring Conference held at the Oakland Marriott March 23-25. An All EWD pre-conference meeting was held with Dean Ray York and Chancellor's Office staff communicating new grant requirements, information about the new DCS, and upcoming events. EWD was also a sponsor of the CALED Conference in April.

The California Corporate College (CA CC) finalized the contract with the California Department of Corrections and Rehabilitation for training CDCR staff in several areas over the next three years. Delivery on the contract has been postponed due to the spending freeze until next fiscal year. CA CC began delivery of retraining PG&E displaced meter readers in Customer Call Center, Solar Technician and Building Performance Institute (BPI). Customer Call Center training was delivered by Fresno City College, the Los Rios Workplace Learning Resource Center, and the San Jose/Evergreen Workforce Training Institute. Solar Training is being delivered through the contract education units at Butte College, Ohlone College, Solano College and Alan Hancock College. A notable outcome from this contract is that Alan Hancock College was able to purchase additional equipment for their solar program to be able to deliver on this contract and now has all of the equipment needed to complete their solar program on campus. BPI is being delivered in Pleasant Hill by Diablo Valley College and in Fresno, by Fresno City College. We now have 34 member districts representing 58 colleges with additional memberships in the pipeline. To date the CA CC has closed more than \$1,033,981 in business with \$1,284,582 in the pipeline. New business includes Dole Foods, Southern California Edison, and CBPCA. The CA CC shareholders have quarterly virtual meetings in which financials, pipelines, and CA CC operations are discussed. A quarterly eNewsletter is distributed to all members and a new publication C5 was launched to our business market. To find out more about becoming a CA CC member, please contact Catherine Swenson, cswenson@ccewd.net or 916-452-5668.

International Trade and Development

Jeffrey Williamson

The Chancellor's Office was designated by the Governor as the sole state agency to submit a proposal to apply for the Small Business Administration's State Trade and Export Program Grant Pilot Program (STEP). The program was chosen because of its long term commitment and success in promoting international trade through the Centers for International Trade Development (CITD) initiative. The STEP program is intended to support the President's National Export Initiative (NEI) goals of doubling exports in the next five years and creating 2 million new jobs. This strategic effort was the result of approximately six months of project design and development work that involved multiple states, regional and national stakeholders, to allow the Chancellor's Office to apply utilizing the CITD program as the backbone for the project. Only one application will be accepted per State, with a potential award between \$1.2 and \$2.5 million to fund export promotion activities that will assist small to medium size companies to expand exports. Strategic partners that will be assisting in the implementation of the anticipated award include: the Port of Los Angeles, Los Angeles Area Chamber of Commerce, California Chamber of Commerce, Governor's Office of Economic Development, San Diego World Trade Center, UCLA, the Small Business Administration, Export Import Bank of the United States and the U.S. Department of Commerce, U.S. & Foreign Commercial Service, and other partners.

Advanced Transportation Technology and Energy Initiative

Peter Davis

ATTE continues to offer in-service training to interested faculty from all California Community Colleges and our new 45 Energy Academy High Schools partners to increase the total capacity of the System. Also provides technical assistance, develop curricula and deliver advanced transportation and energy training Statewide. ATTE serves as technical experts to offer direction and industry requirements to potential funding sources, such as the Legislature, EDD, CALTRANS, CDE, CEC, WIB, WIA and ETP, as requested. Our concentrated effort of planning, delivery and developing of partners has yielded (revised May 11, 2011) grants/contracts for \$23,370,284 transportation and energy training through 2015. These grants/contracts demonstrate a powerful return on investment and reflect a clear connection and understanding by ATTE of the energy and transportation priorities in California.

Through our Technical Assistance, people interested in starting their own green energy program were taught eco-preneurship by WVC. Also, several partnership applications for the TAA state energy training in the areas of solar thermal, geothermal, utility technicians, energy management, water technicians, and solar site planner were completed.

Outcomes through our marketing and outreach resulted in the WVC ATTE receiving an award of USDA funds to educate farmers about how they can reduce energy use, utilize renewable energy, and reduce water consumptions. Rio Hondo received 3.5KW Wind Generator & installation from Sonkyo Energy for training this quarter. Nextera Energy donated 25 Heat Collection Tubes from their Harper Lake SEGS power generation facility. Parker Hannifin donated a tracking actuator for a solar parabolic trough installed at COD's DEE Center. The Miramar ATTE Center worked with the San Diego Clean Fuels Coalition to increase the funding of the Coalition to \$80,000 in a grant received from the United States Department of Energy. Through ATTE curriculum a couple of outcomes which include the SCRTTC Hybrid Class completed and beta tested by faculty for transit employees by Rio Hondo ATTE and five phases of training developed for hybrid drive being used in New Flyer busses by LBCC ATTE.

Training delivered by ATTE has resulted in: 1) Advanced Lighting Controls training held at six ATTE center locations; 2) 100 faculty have completed SITN program photovoltaic and solar thermal training; 3) 37 Students received Utility-Scale Solar Energy Program 10 week training at COD; 4) Palo Verde Community College, partner of COD, 20 students completed Utility-Scale Solar Energy training; 5) 32 employees received new ISL-G basic and level 1 & 2 class; 6) 20 candidates completed Wind Turbine Technician Training Program seven week training; 7) 29 Students will complete Heavy Duty Alternative Fuels certificate program at LBCC; 8) 6500 student contact hours of training in advance electrical, advance drivability and engine performance for student and incumbent workers; 9) Completed one CNG Cylinder safety training for 19 technicians to fulfill deliverables Sempra contract in Visalia; and 10) 32 sections, 44,264 hours of contract training on CNG, LNG, Cylinder, and Westport heavy technologies this quarter. All ATTE training dates, locations, curricula and videos posted* on EWDP, ATTE & 4Energy Websites.