

**Advisory Committee Meeting
Economic & Workforce Development
Wednesday, May 22 2013**

I. Debra Jones, Dean, Career Education Practices, CCCCCO, opened meeting at 10:00 a.m. with welcome and introductions of Advisory Members.

II. Members Present, WEDPAC:

- ✓ Ms. Van Ton-Quinlivan, Vice Chancellor, Workforce & Economic Development Division, CCCCCO
- ✓ Dr. Parminder Jassal, Executive Director, ACT Foundation
- ✓ Ms. Debra Jones, Dean, Career Education Practices, CCCCCO
- ✓ Dr. Deborah Malumed, Board of Governors (via phone)
- ✓ Mr. Wheeler North, Academic Senate, San Diego/Miramar College
- ✓ Mr. Omid Pourzanjani, Ed. D., Dean, Enrollment Management & Scheduling, Career & Technical Education, Golden West College(via phone)
- ✓ Ms. Gurbax Sahota, President/CEO, California Association for Local Economic Development

Members Present, EDPAC:

- ✓ Ms. Sylvia Amitoelau, M.S.I.T., Coastline Community College
- ✓ Mr. Jerry R. Avila, Regional Manager, Export Solutions Group Office of International Trade, U.S. Small Business Administration
- ✓ Ms. Cynthia Bagwell, Director of Training, Taco Bell Corporation (via phone)
- ✓ Dr. Helen Benjamin, Chancellor, Contra Costa Community College District
- ✓ Dr. Deborah Blue, Chancellor, State Community College District
- ✓ Dr. Sunita Cooke, President, Grossmont College (via phone)
- ✓ Mr. Jeff Cummings, Dean, Career & Technical Education, College of the Redwoods
- ✓ Ms. Beth Devin, Chief Information Officer, Silicon Valley Bank
- ✓ Mr. Chris Flask, Vacaville Business & Operations Support Senior Manager, Operational Excellence, Genentech, Inc.
- ✓ Dr. Doug Houston, Chancellor, Yuba Community College District
- ✓ Dr. Andrew C. Jones, Chancellor, Coast Community College District
- ✓ Ms. Mary Kimball, Executive Director, Center for Land Based Learning
- ✓ Dr. Joel Kinnamon, Superintendent/President, College of the Desert
- ✓ Mr. Bernie Kotlier, Executive Director, Sustainable Energy Solutions, Labor Management Cooperation Committee, CA
- ✓ Ms. Cathy Martin, Director, Workforce, California Hospital Association
- ✓ Ms. Cris McCullough, Dean, Policy Alignment & Outreach, CCCCCO
- ✓ Mr. Dave Meisel, Director, Transportation Services, PG & E
- ✓ Mr. Henry A. J. Ramos, Board of Governors
- ✓ Mr. Rob Sanger, Manager, Training Services, California Manufacturing & Technology Association
- ✓ Dr. Bill Scroggins, President & CEO, Mount San Antonio College (via phone)
- ✓ Mr. Phil Smith, ASCCC Representative at Large, Mathematics, American River College
- ✓ Dr. Dianne Van Hook, Chancellor, College of the Canyons, Santa Clarita Community College District (via Phone)

III. Overview: Field Support Structures under the Doing What Matters for Jobs & Economy Framework, Van Ton-Quinlivan

- Refresher on framework of funding flows and administrative fixes.

- The challenge to operate as unified policy and braid resources, despite unemployment rate of California.
- Doing What Matters (DWM) framework recognizes: momentum of regional economies, 15 regional economies. Each region identified five sectors in which these will be targeted investments as goals.
- Administrative fixes will operate under unified network in which there are several phases.
- Enable regions to work more collaboratively. Work at hand is moving systems.
- RFAs released with others in flight.
- Dilemma for those in employer seat: who to call?
 - Structure to navigate industry. First contact would be Sector Navigator (SN), then down to Deputy Sector Navigator (DSN).
- If colleges and regions need information, contact Technical Assistance (TA) within each regional economy.
- Suggested that all community colleges have knowledge of DWM structure. All regional consortia should have broad community engagements. Through this network, the best in class program will be found for curriculum tied with what industry needs.

IV. Overview: Common Metrics & Accountability Measures

- Community colleges and CTE programs have a lot of input from transferring students, unemployed, layoffs, and retraining, therefore, measurement on performance of grantee put into place.
- Three pipelines to be measured to move the needle are career awareness, transitioning, and work ready.
- Momentum points are the outcomes of efforts in fact to move the needle. Use common menu/points.
- Three main measurement systems:
 - Launchboard: to automate data collection and deliver data.
 - Leading indicator is the work of curriculum alignment.
 - Quality of Service will identify gap in pipeline
- Cluster is a collection of data points.
- The funds for measurement are mapped out. All SNs and DSNs will work together on strategy. To work from allowable funding streams, braiding.
- Metrics will be collected through Student Success Scoreboard, Salary Surfer, and Launchboard. These will be shared with colleges and verify with Chancellor's Office that needle is being moved.
- Need to make sure that metrics counts the stackable credentials to follow workforce needs.
- Deep Dive discussion on action of additional measurements to be worked on: success of student who transitions from one program to another and degrees that are currently in transfer measures not in community colleges.
- There is system in place, Career Café, which allows students to align skill sets and find careers.
- Suggested that investigations be made to assure that curriculum match industry needs along with soft skills.

V. Intentional Professional Development for Key Talents

- Training and onboarding necessary for new members to be successful.
- Formularize communication pieces, how to navigate, skill sets needed.
- Tools needed: CCC Confer, master calendar, contact list serve, provide consistency/branding.
- Onboarding – Success role. Have mentors, transition checklist, and fundamental tutorials.
- Offboarding: year-end gathering, transition checklist.
- Fundamentals: expectations, fiscal agent webinar, common metrics.
- Want to educate these key talents brought together by funding streams to be able to have conversation with key people on the outside to help system move forward.
- Suggestions: it is inward focused investment made in grooming; it should be consistent to make sure talents are here for more than a year. Readiness internally and externally, all stakeholders. Implication on who should get professional development from employers. Corporate America looks for people with leadership. Succession planning. Internships and modularized training are important, practice what is

preached. “Learn Up” is a tool that helps solve skill gaps. Build tighter link between education and industry. Community colleges need “missionaries” to educate counterparts.

VI. Meet & Greet Paired Lunches: Effect of Cost Structure

- Each group discussed the affects by the cost structure of the Career Technical Education.
 - Acknowledged that a broad coalition of industry partners would represent broader resources and geography that would result in higher number of students to fill broader needs of employers.
 - Collect best practices for a specific sector and replicate models.
 - Revenue sharing is important during budget crunch. Reduce cost by “bring your device infrastructure” technology.

VII. Round Robin: Regional Updates

- Dr. Cooke: Six college districts are working together; have consortium lead identified, Mary Wylie; have selected 5 sectors (Health, Biotech, Advanced Manufacturing, ICT/Digital Media, Advanced Transportation & Renewables); all five sectors have submitted applications and meeting with external partners.
- Dr. Blue: DSN applications have been submitted for Agriculture, Health, ICT/Digital Media, Advanced Manufacturing, and Retail/Tourism; Central Valley Higher Education Consortium group strategically planned a subgroup to better successfully pursue grants; the Regional Consortia has Annual Planning retreat on June 5-7, 2013; regional colleges are discussing TAACCCT grants.
- Dr. Kinnamon: DSN applications submitted for Health, Advanced Transportation & Renewables, Global Trade, Advanced Manufacturing, Small Business, Energy & Utilities, and Retail & Hospitality.
- Dr. Houston: Regional Consortium decided which colleges would apply for the grants; able to piggyback off of the regional Health occupational needs and get partnerships onboard; DSN applications submitted for Health, ICT/Digital Media, Small Business, Advanced Manufacturing, and Agriculture.
- Dr. Jones: Fairly new, great developments in short time; submitted applications for Advanced Manufacturing and ICT/Digital Media; working on localizing programs; looked at best practices and emerged with new processes of scalable, replicable and sustainable.
- Dr. Van Hook: Currently region has three new CEOs and six interim CEOs; goal of hosting CEOs, CIOs, Economic Development leaders, and Center Directors as team to kick off a strategic plan; have multi grants on a variety of sectors going in for both state and federal agencies; economy in region is bouncing back.

Sector Updates, Mary Kimball

- Update on agriculture, water and environmental technology. Agriculture is the number one industry in California with growth at 10% in 2012 making it the strongest sector. Large amount of jobs in agriculture that cannot be filled in both high tech and on-farm. Agriculture is engaged in Immigration Reform. There needs to be a connection set up for industry with local resources to fill shortness of employment.

National Philanthropy Update, Parminder Jassal

- In process of launching American College Testing (ACT) foundation to invest back into public good. Set to launch on October 3-4, 2013 in Austin, Texas. Area of action is in insuring workplace and education success. Industries, adjacent spaces, are also educating individuals for jobs. Skill credentialing and matching up of partners, employer with employee. Labor resource platforms, who is available and what available to. Competency transcripts for employers to rate employees. Implications of trends: pricing structure, profit sectors under pressure, regain of youthful employment in retail, employers are spending large sums of money on employment research and not spending it in community colleges, job titles not matching up to credentials or competencies. Entire goal is increasing in the number of working learners in acquiring credentials which are competency based, competency management. The new learning measurement is being pressured by employers to develop an accrediting agency in which employers would be comfortable with.

VIII. Wrap Up, Debra Jones

- Minutes from January 29, 2013 EDPAC moved and approved.
- Recognized Initiative Directors that are off-boarding: Bruce Whistler, Rich Della Valle, Mike Roessler, Elaine Gaertner, and Jeffery O'Neal.
- Note: Next WEDPAC/EDPAC on October 30, 2013 from 10:00 a.m. to 2:00 p.m.

IX. Adjournment

- Meeting adjourned at 2:10 p.m.