



CALIFORNIA COMMUNITY COLLEGES

# Doing What **MATTERS**™

FOR JOBS AND THE ECONOMY

## **Strategic Framework**

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## **State of California**



# The Call to Action

- Emerging from the Great Recession
- Historic Unemployment
  - Still over 2 million people out of work
  - Positive news from the latest BLS report
- 67% voters focused on jobs and economy
- Skilled workforce by sectors





# California comeback

**Thriving regions**



**Thriving state**





# Braid funds

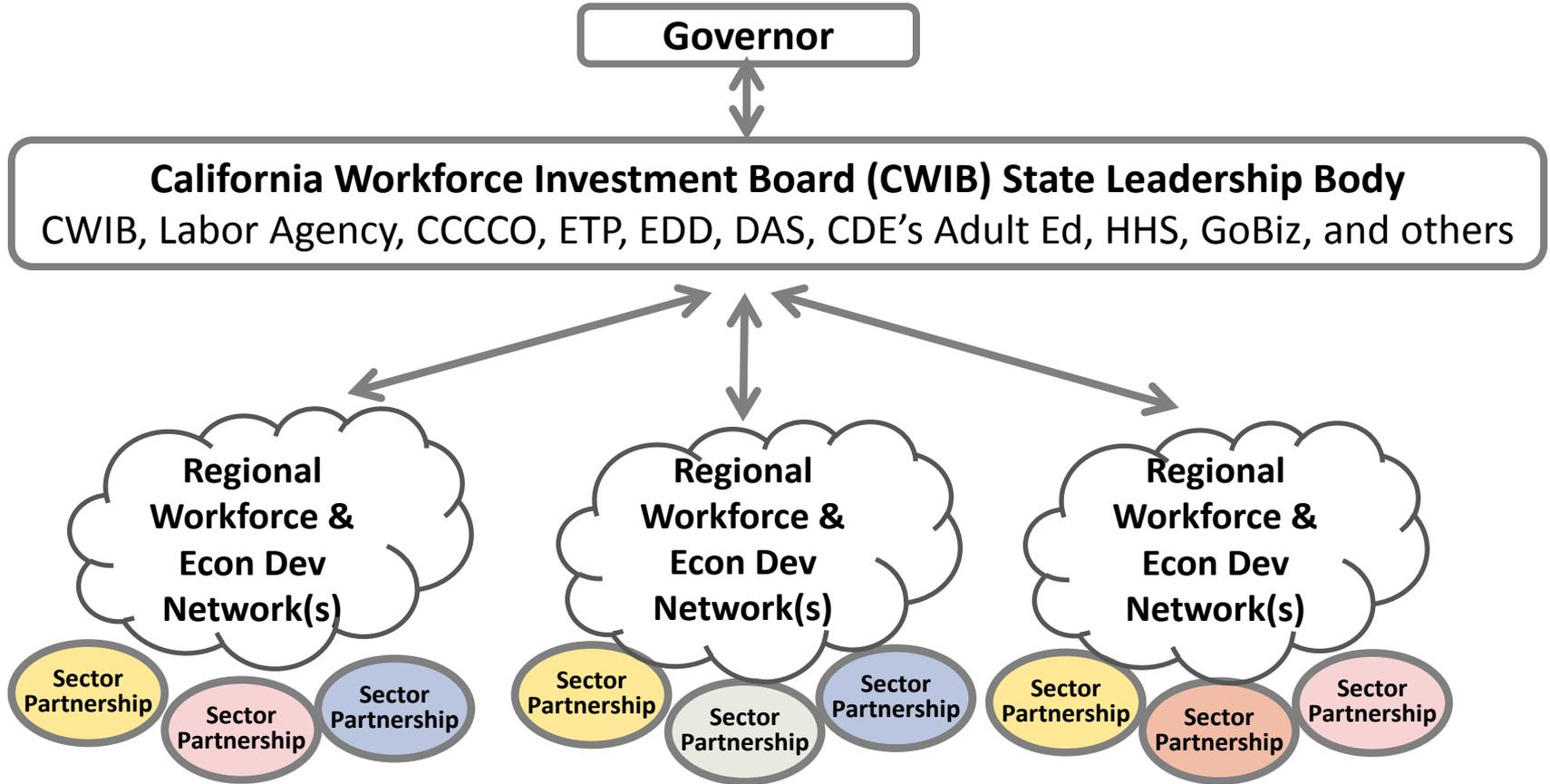


- State Chancellor's Office workforce funds
  - EWD (SB1402)
  - SB70
  - SB1070
  - Perkins 1B
- Other resources
  - Private
  - Public
  - Foundation
  - Federal, state, regional, local

*The feds are already doing it.*



# California's workforce system refocusing to train by sector by region.



- Develop shared goals for the system;
- Align and repurpose resources to achieve those goals;
- Establish metrics for success and develop "integrated" data collection system;
- Establish statewide communities-of-practice and support technical assistance (TA) to regions;
- Work together to develop an effective system of actionable labor market information; monitor progress; course correct.



# Visit [doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu).

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{california}  
**INTERACTIVE RESOURCE MAP**

CALIFORNIA **TRY OUT NOW**  
**REGIONAL INTERACTIVE RESOURCE MAP**

**TOP 10 SECTOR PRIORITIES**

- Advanced Manufacturing
- Advanced Transportation & Renewables
- Agriculture, Water & Environmental Technologies
- Energy (Efficiency) & Utilities
- Global Trade & Logistics
- Health
- Information & Communication Technologies (ICT)/Digital Media
- Life Sciences/Biotech
- Retail/Hospitality/Tourism 'Learn and Earn'
- Small Business

**2013-14 RFA Information**  
Learn about the RFA Process for 2013-14 Funds:

- RFA Grants
- RFA Bidder's Conferences
- RFA Frequently Asked Questions
- RFA Grantee Roles

**What's New**

- 08/13/13: eUpdate: Brand New Interactive Resource Map; Grant Opportunities; Workforce Bill; Common Core; Support for Job-Seeking Vets
- 08/12/13: Macro Regions displayed on Resource Map
- 07/01/13: Interactive Resource Map
- 06/21/13: Intent-to-Award: Deputy Sector Navigators Grantees

<http://doingwhatmatters.cccco.edu/>



# Community colleges refocusing to train by sector by region.

## Jobs & Economy Goals:

- Supply in-demand skills for employers
- Create relevant pathways and stackable credentials
  - Promote student success
  - Get Californians into open jobs



# Doing What MATTERS for Jobs & the Economy

## Framework for California's community colleges

### GIVE PRIORITY

- 1A.** Consider labor market needs when making local decisions: budget, courses, programs.
- 1B.** Decide on program capacity as a region.

### INNOVATE

- 4.** Solve a complex workforce training need so that our system can better deliver for employers and sectors.



### MAKE ROOM

- 2.** Retool programs that are not working or not meeting a labor market need so that students can study what matters.

### STUDENT SUCCESS

- 3A.** Braid funding and advance common metrics in CCCC CO RFAs.
- 3B.** Strengthen regions with four skillsets: data mining, convening, technology, and curriculum approval.



# Investments in Sectors

- Advanced Manufacturing
- Advanced Transportation & Renewables
- Agriculture, Water & Environmental Technologies
- Energy (Efficiency) & Utility
- Health
- Life Science/Biotech
- Information & Communication Technologies (ICT)/Digital Media
- Trade Export & Logistics
- Small Business
- Retail/Hospitality/Tourism “Learn-and-Earn”
- Honorable Mention
  - Apprenticeship



# Roles with in Doing What Matters for Jobs and the Economy.

- Sector Navigator – Lead Statewide Key Talent in a designated sector.
- Regional Consortia Chair – Lead Key Talent within a region.
- Deputy Sector Navigator – Lead Key Talent within a region in a designated sector.
- Technical Assistance Provider – Provide a specific service to the other Key Talent
  - Centers of Excellence
  - Communications and Technology
  - Apprenticeship
  - Career Café
  - Contract Education



# LaunchBoard

- Centralized data dashboard that shows the impact a CTE program is having at a College or Colleges in a region
- 34 Momentum Points were selected to show how Colleges were “moving the needle” towards student success
- LaunchBoard has been soft launched to the Colleges
- More features are to be added
  - Group by Sectors
  - Group by Regions

<http://www.calpassplus.org/Launchboard/Snapshot.aspx>



# Thank you!

## Resources

- [www.doingwhatmatters.cccco.edu](http://www.doingwhatmatters.cccco.edu)
- [www.CaCareerCafe.com](http://www.CaCareerCafe.com)
- <http://www.calpassplus.org/Launchboard/Home.aspx>
- <http://www.coecc.net/>