



# Community Colleges & LMI

Demand Data for Program Planning  
& Student Employment Outcomes

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**LMID Advisory Meeting**

August 4, 2016



# About the Centers of Excellence (COE)

California Community Colleges must have continuous access to data and decision support to ensure that their curriculum produces workers with skills relevant to California businesses.

The COE for Labor Market Research are charged with helping the system and its 113 colleges identify opportunities and trends in critical industries and occupations and to help them respond regionally to workforce needs by providing quality information for career technical education programs.

Our products and services give colleges a competitive advantage in:



Creating new and relevant programs and curriculum



Revising or retiring programs



Pursuing grants that lead to funding



Accessing workforce data that may be otherwise unavailable



# Today's Topics

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Demand Data for Planning

→ Where & How

Employment Outcomes

→ Who & Why

→ How & Where

Other Perspectives

→ What's Missing



# Demand Data for Planning

## Where is demand data in use by colleges?

All career technical education programs are required to provide labor market information when:

- Submitting a new or substantially revised certificate or degree program for state approval
- Planning how to expend CTE-specific state funding, such as the new \$200m 'Strong Workforce Program'
- Reviewing programs receiving Carl D. Perkins funding
- Publicly providing labor market information related to a program's occupational goals for Gainful Employment

# Demand Data for Planning

## Crime Scene Investigation

1.5 UNIT CERTIFICATE

**NORCO**  
COLLEGE  
Career & Technical Education

### Jobs & Wages

#### Assistant Crime Scene Analyst

\$16.16 - \$43.94

#### Assistant Crime Scene Technician

\$16.16 - \$43.94

#### Assistant Forensic Science Examiner

\$16.16 - \$43.94



CALIFORNIA COMMUNITY COLLEGES  
**Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY

**FOR EMPLOYERS:**  
WORKFORCE TRAINING  
RESOURCES



## \$200M Strong Workforce Program Rollout

### GUIDANCE

#### Trailer Bill Language:

PDF | Word

Planning Overview  
*(coming soon)*

FAQs

Allocations  
*(coming soon)*

### PLANNING

Master Calendar

#### Local Shares

- Reporting Template - TBD

- Overview Presentation:  
PDF | PPTX

- Process Flow Chart

#### Regional Shares

- Reporting Template - TBD

- Overview slides - TBD

- Process flow chart - TBD

### LABOR MARKET RESEARCH

Demand & Supply Data Tools

Curated Reports By Region

Program Wishlist By Sector

#### CTE PROGRAM OUTCOMES

Find CTE Outcomes

Strong Workforce Program  
Metrics

### DIRECTORIES

Find My Regional

CTE Regional Cons

Sector Navigators  
Sector Navigators

Labor Market Rese  
Centers of Excelle

CTE Data Unlocke

Technical Assistan

# Program and Course Approval Handbook

Fifth Edition

September 2013

California Community College Chancellor's Office  
Brice W. Harris, Chancellor

# Demand Data for Planning

## How is it used?

Colleges rely on labor market information, with an emphasis on demand data, to inform:

- Program development/revisions – is there a new occupational program that should be developed? Is an existing program meeting employer needs? Is there a sustained need for trained workers?
- Program size - Are we graduating the right number of students to adequately meet local demand?
- Curriculum development/revisions – are there new regulations or technological advances affecting an occupation? Is this reflected in my program's curriculum?

# Labor Market Guides

[www.coecc.net/supply-demand](http://www.coecc.net/supply-demand)

## Making Use of Labor Market Information:

Where to Find Data for Common Community College Decisions

## Understanding Labor Market Information Resources:

Descriptions, Benefits, and Limitations

# Demand Data in the Launchboard

[Home](#) [CCPT](#) [Snapshot](#) [Common Metrics](#) [CTEOS](#) [Help](#) [Log-Out](#)

## Program Snapshot Reports - Top 6 and Sector Level

REGION - Greater Sacramento || Accounting (050200) || 2014-2015 ([Change Filter?](#))

- Where are students taking courses in the region?
- What kinds of students are taking courses?
- Are students progressing in the pathway?
- How many students are succeeding in the region?
- Are there equity gaps in student success?
- What are the projected job openings in the region? ★
- Are students getting jobs?
- How much money are students making?
- Are students making reasonable wages? ★
- Which colleges have the most effective programs in the state?

[+Find out more about the data in the LaunchBoard](#)

# Demand Data in the Launchboard

Program Size	Student Characteristics	Milestones	Success	Employment	Regional Labor Market Information			
<b>Total People Employed in the Region</b>								
					Current Year (2014)	5 Years Ago (2009)	5 Year Change (2009-2014)	5 Year Trend
<input type="checkbox"/> 1. Requires a Bachelor's or Higher								
Accountants and Auditors (132011)					11,086	11,241	-155	
<input type="checkbox"/> 5. On-The-Job Training, No College Required								
Bookkeeping, Accounting, and Auditing Clerks (433031)					12,368	11,861	507	
Brokerage Clerks (434011)					235	354	-119	
Payroll and Timekeeping Clerks (433051)					1,349	1,214	135	
Tax Preparers (132082)					764	750	14	
<b>Projected Regional Job Openings</b>								
					Projected 5 Year Openings (2014-2019)	Projected Average Annual Openings (2014-2019)		
<input type="checkbox"/> 1. Requires a Bachelor's or Higher								
Accountants and Auditors (132011)					2,549	510		
<input type="checkbox"/> 5. On-The-Job Training, No College Required								
Bookkeeping, Accounting, and Auditing Clerks (433031)					1,549	310		
Brokerage Clerks (434011)					60	12		
Payroll and Timekeeping Clerks (433051)					280	56		
Tax Preparers (132082)					157	31		

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# Employment Outcomes

## Who are we measuring?

California community college students

- Did not move on to 4-yr system in California
  - **'Completers'** - Degree and/or certificate awarded
  - **'Skillsbuilders'** – Career technical education (CTE) specific, no degree or certificate awarded

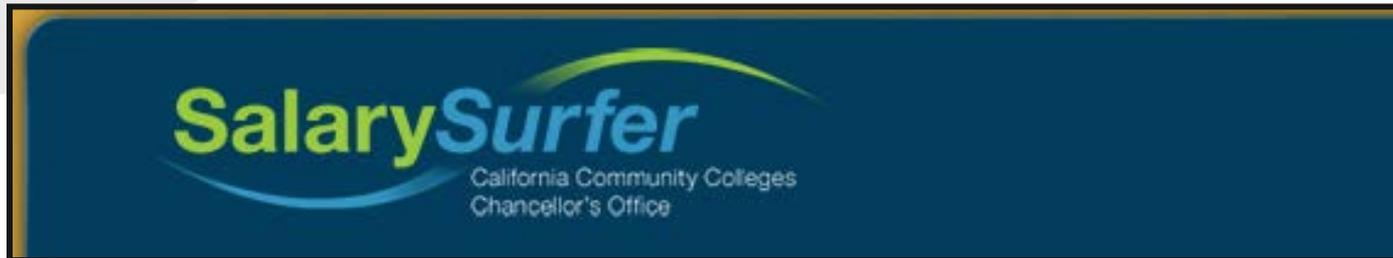
# Employment Outcomes

## Why are we measuring?

Expanding the definition of success for higher education

- Employment outcomes increasingly required by major funders
  - **Financial Aid** – both federal and state (CA) financial aid agencies require colleges to report on gainful employment to document that students make wages sufficient to pay back their loans.
  - **Worker Training** – employment metrics are required for WIOA-sponsored training, reporting is aimed at increasing accountability and transparency.

# Using UI Records to Measure Success



## LaunchBoard

Data-Backed Decisions

The CTE LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data to California community colleges and their feeder K-12 school districts on the effectiveness of CTE programs. This information is intended to facilitate local, regional and statewide conversations about how to improve student transitions from K-12 to college and on to the workforce. Click on [this link](#) to view video tutorials on specific tools within the LaunchBoard.



# Salary Surfer

- Wages by Discipline
- <http://salarysurfer.cccco.edu/>
- Measured median wages at:
  - 2 years before award date (previous employment)
  - 2 years after award date (roughly, starting salary)
  - 5 years after award date (roughly, journey salary)
- Minimum  $n=10$  wage matches
- Includes listing of colleges with programs

Engineering and Industrial Technology ▼

Display only programs with wage data

## Engineering and Industrial Technology

Instructional programs in the mathematical and natural sciences utilizing the materials and forces of nature for the benefit of human beings. Instructional programs in technology that require the application of scientific and engineering knowledge, methods, and technical skills in support of engineers and other professionals.

Curriculum	Award Type	Median Annual Salary		
		2 Years Before	2 Years After	5 Years After
⊕ Aeronautical and Aviation Technology	Degree	\$36,712	\$66,741	\$76,187
⊖ Aeronautical and Aviation Technology	Certificate	\$24,115	\$40,513	\$47,352

College	Program Title	Program Type
<a href="#">Antelope Valley College</a>	General Aircraft Maintenance	Certificate
<a href="#">Chaffey College</a>	Aviation Maintenance	Certificate
<a href="#">Gavilan College</a>	Aviation Maintenance Technology	Certificate
<a href="#">Long Beach City College</a>	Aviation Maintenance (Airframe/Powerplant Mechanic)	Certificate
<a href="#">Orange Coast College</a>	Aviation Maintenance Technology: Airframe & Powerplant	Certificate
<a href="#">Reedley College</a>	Aviation Maintenance Technology	Certificate
<a href="#">Sacramento City College</a>	Aeronautics - Combined Airframe & Powerplant	Certificate
<a href="#">San Bernardino Valley College</a>	Aviation Maintenance Technician	Certificate
<a href="#">San Diego Miramar College</a>	Aviation Maintenance Technology: Airframe & Powerplant	Certificate
<a href="#">San Diego Miramar College</a>	Aviation Maintenance Technology: Aviation General Studies	Certificate



# College Wage Tracker

- Wages by discipline, award type and college
- <http://datamart.cccco.edu> (under ‘outcomes’)
- Award completers over 8 academic years
- Median wages for students 3 years after award
- Minimum  $n=10$  wage matches



You are here : [Data Mart](#) > [Outcomes](#) > [College Wage Tracker](#)

### Award Recipient Wages - Parameter Selection Area

Select College

Alameda;Allan Hancock;Amc

Select Program Type

095000

Select Award Type

AA/AS Degree;Chancellor's (

[View Report](#)

Export To ->

Excel  CSV  Text

Records Per Page:

Simple Layout  Advanced Layout

### Award Recipient Wages - Report Data & Format Area

Report Area

Award Recipient Wages			
Award Year 2002-2003 - 2009-2010			
	Median Wage 3 Years After Award	Total Awards	Award to Wage Match Rate
Mt San Antonio			
Aeronautical and Aviation Technology-095000			
AA/AS Degree Recipient	\$31,357	39	38 %
Orange Coast			
Aeronautical and Aviation Technology-095000			
Chancellor's Office Approved Certificates Recipient	\$40,803	17	76 %
Sacramento City			
Aeronautical and Aviation Technology-095000			
Chancellor's Office Approved Certificates Recipient	\$45,791	24	63 %
San Bernardino			
Aeronautical and Aviation Technology-095000			
Chancellor's Office Approved Certificates Recipient	\$46,505	26	54 %



# Launchboard 'Program Snapshot'

- Wages by discipline, award and/or 'non-award' (skillsbuilders)
- <https://www.calpassplus.org/Launchboard>
- Displayed for a college or a region of colleges
- Metrics aligned to WIOA requirements
- Shown relative to 'living wages' and OES wages

# Launchboard 'Program Snapshot'

## Program Snapshot Reports - Top 6 and Sector Level

REGION - Los Angeles County || Aeronautical and Aviation Technology (095000) || 2011-2012 ([Change Filter?](#))

- + Where are students taking courses in the region?
- + What kinds of students are taking courses?
- + Are students progressing in the pathway?
- + How many students are succeeding in the region?
- + Are there equity gaps in student success?
- + What are the projected job openings in the region?
- + Are students getting jobs? ★
- + How much money are students making? ★
- + Are students making reasonable wages? ★
- + Which colleges have the most effective programs in the state?

[+Find out more about the data in the LaunchBoard](#)

## Are students getting jobs?

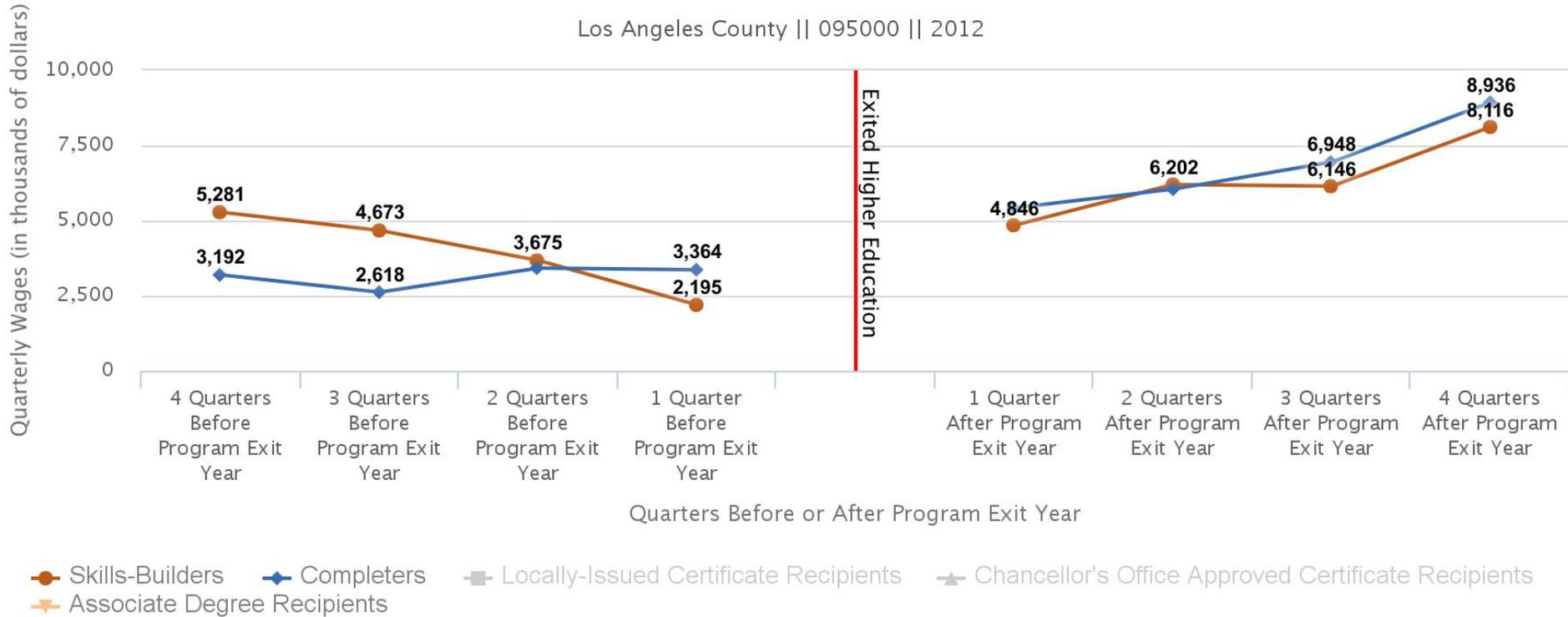
After a year, 52% of completers and 59% of skills-builder students were employed.



**Skillsbuilders:** 1) Students completed at least one course (.5 units), and some number of these units must have been a SAM A, B, or C course (higher level CTE); 2) No longer enrolled after 1 year; 3) Did not subsequently earn an award or transfer to a four-year institution; 4) Did not fail a CTE course during the academic year; 5) Had wages in both time periods (1 year before and 1 year after the cohort year)

# How Much Money are Students Making?

Los Angeles County || 095000 || 2012



Cal-PASS Plus

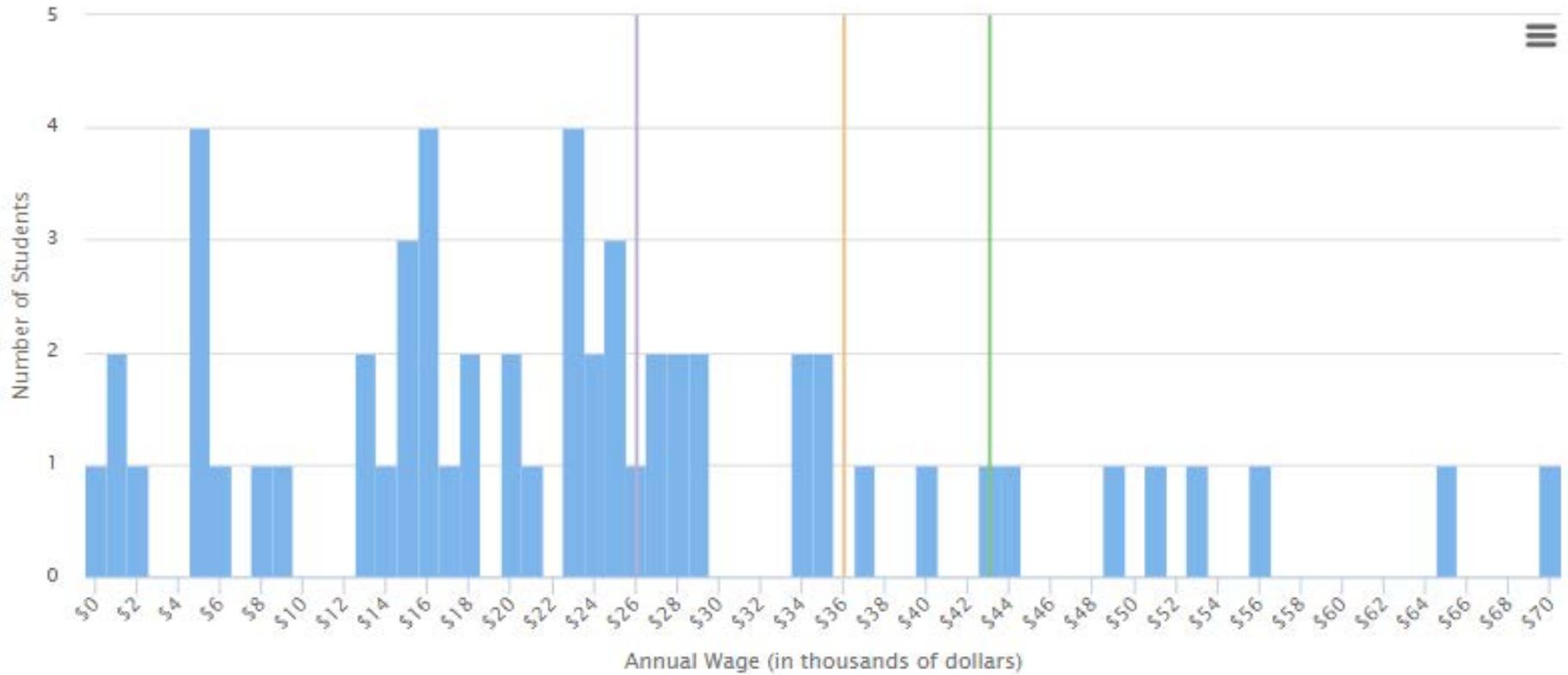
**Regional Cohort:** Three colleges with Aeronautic/Aviation programs in Los Angeles County. ~250 students enrolled in classes.

Hovering over any data point will reveal # of student records matched.

# Are students making reasonable wages?

## Student Earnings Compared to Starting Wages for Related Occupations

37% of students had earned at least the starting salary for a related occupation.



Cal-PASS Plus

Job Title	Starting Salary
 Aircraft Mechanics and Service Technicians	\$42,245
 Avionics Technicians	\$35,984
 Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	\$25,626

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# Other Perspectives

What's missing?

- Emerging or evolving occupations
- Employment in field of study
- Full or part-time employment, self-employment

# Capturing Employer Input

## WINE/VITICULTURE OCCUPATIONS ENVIRONMENTAL SCAN CALIFORNIA



## FACILITIES MANAGERS

### › EMPLOYER NEEDS ASSESSMENT

Los Angeles, Orange, Riverside,  
and San Bernardino Counties

## ALTERNATIVE FUELS & ADVANCED TRANSPORTATION TECHNOLOGIES

AUTOMOTIVE WORKFORCE  
NEEDS ASSESSMENT

## EMPLOYER DEMAND FOR BUSINESS INFORMATION (BIW 2) WORKERS IN CALIFORNIA





# Capturing Student Feedback

## CTE Student Outcomes Survey (CTEOS)

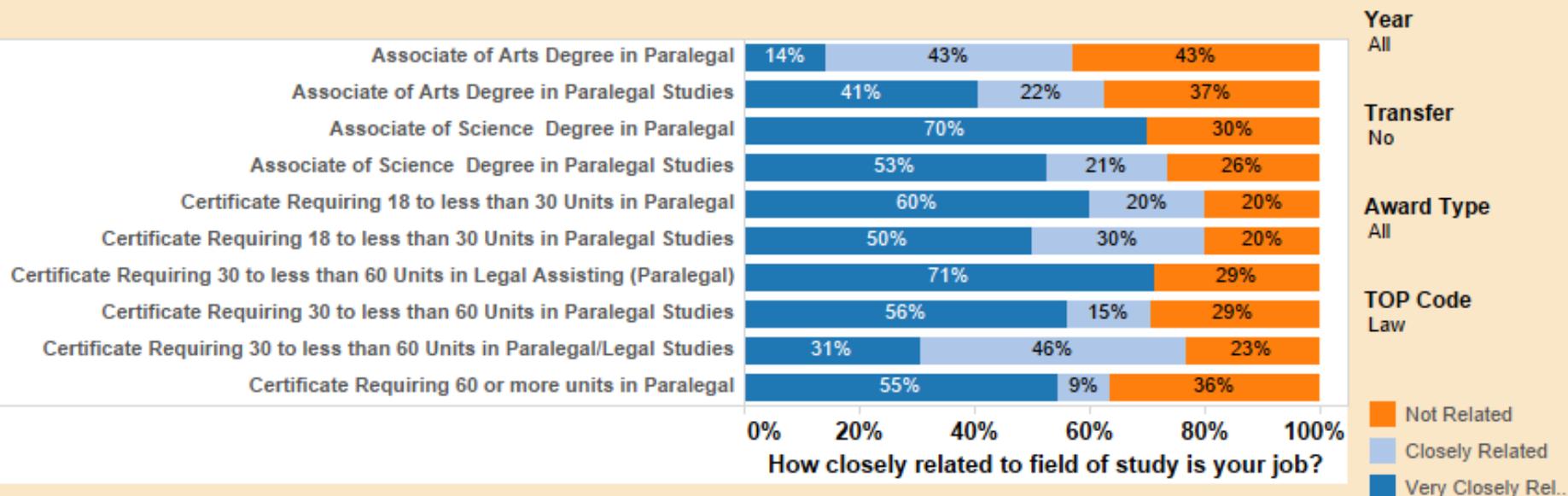
- <http://cteos.santarosa.edu/cteos-survey-home>
- Currently, 70+ colleges participating in survey of 2014-2015 CTE students.
- 112 colleges will participate in surveying 2015-2016 CTE students.

# Student Feedback: Current Employment

Showing Statewide: Job Relation to Field of Study, Detailed Award Names  
(Year: All, Transfer: All, Award: All, TOP Code: Law)

Display Mode  
Job Relation to Field of Study

Show Award Totals  
Detailed Award Names



Year  
All

Transfer  
No

Award Type  
All

TOP Code  
Law

Not Related

Closely Related

Very Closely Rel.

(Only showing the awards that were awarded to at least 5 students in the survey).

**Blue – Good; Orange – Not so much**



# Upcoming Projects

- Matching noncredit students to UI wage records
- Merging student records with state occupational licensing agencies
- Matching student records to outside licensing/certification entities

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