

# Strong Workforce Program

**Date:** November 15, 2019

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# Strong Workforce – Overview

- State Funding
  - In 2016-17, \$200 million in ongoing funding to California Community Colleges Chancellor's Office to create a new career technical education program.
  - In 2017-18, the State folded in a former CTE initiative, increasing Strong Workforce funding to \$248 million.
- Major recommendations:
  - Making CTE course offerings more responsive to regional labor market needs;
  - Revising the CTE curriculum approval process to be less time consuming and more responsive to industry need;
  - Revising ways for industry professionals to meet minimum instructor qualifications for teaching CTE course
- Regional Planning
  - Requires neighboring community colleges to form a regional consortium to coordinate CTE activities among colleges in the region

# Industry Sectors

- Global Trade
- Bio-Tech/Life Science
- Advanced Manufacturing
- Advanced Transportation & Logistics
- Agriculture, Water & Environmental Technologies
- Business & Entrepreneurship
- Energy, Construction & Utilities
- Health
- Information Technologies & Digital Media
- Retail, Hospitality & Tourism

**10 priority**  
**sectors**

Programs that lead to employment directly after completing an AA or certificate

# IEO Model

## Input

- Increase Awareness
- Increase Enrollment
- Research

## Environment

- Support Current Programs
- Build New Programs

## Output

- Career Exploration
  - o Guided Pathways
- Placement in livable wage work
- Increase Graduation

# Ideation

- Google Trends
- Median Salary
- Instructor Pool
- Alignment with Institution
- Competition
- New Jobs in Field
- Program Type
- Outside Certificate/Accreditation
- Student Profile (Traditional Full time/Part Time, Career Changer, Life long learner, etc.)

# An Idea

Data Analysis  
Specialist

Optician

Aircraft  
Maintenance  
Technician

# Required Reporting – Individual Projects

- Description of the Project
- Industry
- Start Date
- End Date
- What does this project address?
- Enrollment 16/17, 17/18, 18/19
- How does this project meet the needs of your local labor market?
- How does this project address the priorities established by your college?
- Work Plan with \* Major activities \*Major Outcomes

## Projects (16/17 & 17/18)

- Business & Commerce - E
- Small Business & Entpr. - E
- Digital Media - E
- Educational Aid -E
- General Instruction - E
- Fashion - E
- Child Development - E
- Course Development - E
- Recruitment - I
- Viticulture - E
- Neurodiagnostic - E
- Administration – E
- Marketing - I



# IEO Model – Input

## *Input*

Increase Awareness &  
Enrollment

## Current Implementation

- Marketing
- Fairs

# IEO Model – Environment

## Environment

- Support Current Programs - S
- Build New Programs - B



## Current Implementation

- Business & Commerce – E, S
- Small Business & Entpr. – E, S
- Digital Media – E, S
  - UI/UX - B
- Educational Aid –E, S
- General Instruction – E, S
- Fashion – E, S
- Child Development – E, S
- Course Development – E,
- Viticulture – E, B
- Neuro diagnostic – E, B

# IEO Model – Output

## Output

- Career Exploration
- Placement in Work
- Enrollment

## Current Implementation



Comments & Questions