



Ongoing Investment in Career Education

The Challenge: Prepare one million more Californian’s for middle-skills job openings.

The Response: In 2014 the California Legislature tasked the College’s Chancellor Office to create a “*Task Force on Workforce, Job Creation, and a Strong Economy.*” The Task Force included representation from education, workforce development and business/industry members. The result was 25 recommendations that enhance career technical education and workforce training to meet the demands of the economy and the labor market.

The Strong Workforce Program (SWP) was added to the Education Code and funded annually at \$200 million beginning in 2016-2017 (increased to \$248 million in 2017-18). The central focus of the initiative is to create more career technical education enrollments, and increase the number of students who complete a certificate or degree and obtain sustainable employment or transfer and continue their education.

Funding: The SWP funds are allocated using a formula based on unemployment rate, CTE FTEs enrollments, projected job openings, and successful workforce outcomes.

San Diego/Imperial Region	2016-17	2017-18
Regional Share (40%)	6,604,171	6,628,187
95% Regional Projects	6,273,962	6,296,778
5% Fiscal Agent & RC Costs	330,209	331,409
3% RC Costs	198,125	198,845
2% Fiscal Agent	132,084	132,564
Proposed Regional Expenditures	6,556,484	
Local Share/Colleges (60%)	9,906,256	9,942,281

(2017-18 regional and local shares reduced by 17% for performance outcomes)

2016-17 Regional Investment

1. Employment Readiness and Job Placement
2. Career Pathways and Work-Based Learning
3. Marketing
4. Collaborative Program Innovation
5. Data/Research (annual commitment)

Accountability Measures

1. Enrollments
 2. Completions
 3. Employment
 4. Wage Gain
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2016-17 Regional Projects

1. Employment Readiness and Job Placement:

This project will design and initiate a regional system to improve student outcomes in job placement. Steps include research on best practices and piloting of a regional career services system. Colleges also received one-time funding in 2016-17 to continue the career services best practice improvements begun using CTE EF funding. WestEd is the research consultant.

Allocation: \$3,000,000

Metrics: 1% increase in course enrollments and students whose jobs are closely related to field of study. 2% increase in number of students employed two quarters after exit.

2. Career Pathways and Work-Based Learning:

This project will develop and guide a system that provides a methodology and template to develop and enhance career pathways in all sectors. Steps include the exploration of a technology platform and increased communication strategies. Jobs for the Future is the research consultant.

Allocation: \$1,000,000

Metrics: 1% increase in course enrollment

3. Marketing:

The objective for this project is to develop and implement a regional marketing plan that promotes CTE programs. Steps include prioritization of target CTE programs and audiences and the development of a common branding and outreach campaign that is consistent with the statewide plan. Colleges also received one-time funding in 2016-17 for immediate marketing efforts. Civilian is the marketing consultant.

Allocation: \$1,500,000

Metrics: 1% increase in course enrollment

4. Collaborative Program Innovation Projects:

This project promotes multi-district partnership plans that have a strong impact on student success and meeting workforce needs in the region.

Allocation: \$500,000 (Four projects are under consideration)

Metrics: 1% increase in course enrollment, course completion, and students attaining a living wage. 2% increase in number of students employed two quarters after exit and number of students employed four quarters after exit.

5. Data/ Research:

This project will provide critical information, analysis, and training for evidence-based decision-making for our region.

Allocation: \$200,000 annually (on-going commitment)

Metrics: 1% increase in course enrollments