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Alumni Insights
Economic Modeling Specialists, Int'l (Emsi)

November 2017

BACKGROUND

Beginning PY2017-18, the allocation model for Strong Workforce Program (SWP) funds includes the following variables:

Variable	Weight
Unemployment Rate	1/3
Proportion of CTE FTEs	1/3
Projected job openings	1/6
Successful workforce outcomes	1/6

One notable workforce outcomes metric is "job closely related to field of study." This SWP metric measures the proportion of students who reported that their current job is close or very close to their field of study. Currently, the data for this metric are collected from student responses to the Career Technical Education Outcomes Survey (CTEOS). Santa Rosa Junior College currently collects CTEOS survey responses through three modalities: email, direct mail and phone calls. Santa Rose conducts the survey approximately 1.5 years after students complete or leave their program. For the 2016-17 survey, the cohort of students will include the following types from the 2014-2015 academic year:

- **Completers:** Have received a vocational/CTE award that is CCCCO approved and enroll in 0-5 units each semester the next year (not enrolled or only minimally enrolled)
- **Terminal Certificates:** Received a vocational/CTE award of at least 6 units that is not CCCCO approved (such as certificates with less than 12 units) and are not enrolled the following year
- **Skills Builders:** Have completed 9 units that are SAM coded A-D, with at least one course SAM coded A-C (within the prior 3 years), have not received a vocational/CTE award of 6 or more units, and are not enrolled the following year

CHALLENGE

Based on the most recent data in the LaunchBoard, the CTEOS collected 921 responses from the 10 community colleges in the San Diego-Imperial region in PY2013-14 for all programs:[1]

	Number of Students Who Responded to CTEOS	Number of Students Who Got a Degree or Certificate	Response Rate of Students with a Degree or Certificate*
San Diego-Imperial Total	**921**	**15,007****	**6%**
Cuyamaca College	81	566	14%
Grossmont College	89	1,440	6%
Imperial College	7	812	1%
MiraCosta College	90	1,721	5%
Palomar College	192	2,638	7%
SD City College	180	993	18%
SD Continuing Education	Insufficient Data	3,861	0%
SD Mesa College	122	1,191	10%
Miramar College	72	749	10%
Southwestern College	88	1,098	8%

*This is not an exact calculation of the survey response rates. The SWP tab in LaunchBoard does not include the total number of students the survey was sent out to vs. the number of students who responded. The CTEOS tab in the LaunchBoard displays different response numbers depending on the section that the data are shown. Due to this discrepancy, the SWP tab was used to calculate estimated response rates. This column calculates the number of students who responded to CTEOS out of the number of students who got a degree or certificate.

**The sum of all the students who got a degree or certificate is 15,069, which doesn't match the 15,007 number that is currently in the LaunchBoard. This is another discrepancy that Cal-PASS Plus is looking into.

PROPOSED PROJECT

Emsi's Alumni Insight software provides access to student employment outcome data. With a quick search, users can filter through more than 110 million professional profiles to identify alumni from a specific institution and answer critical questions about their employment. Emsi typically matches 15-35% of the data provided by the college. Alumni Insight could address research questions such as:

- Where are my Career Education (CE) students working? What companies are hiring them?
- Are their jobs related to their field of study?
- What additional skills and certifications do they have?
- How do I connect with them?

Data Input

If a college provides the following data to Emsi for students who are considered Completers, Terminal Certificates, Skills Builders (see definitions above), then Emsi can scrape online databases and/or resumes to create profiles of students:

Field Name	Needed for Match	Field Name	Needed for Match
rowid	X	addressLineOne1	X
studentid	X	addressLineTwo1	X
firstName1	X	zipCode1	X
firstName2		addressLineOne2	
middleName1	X	addressLineTwo2	
middleName2		zipCode2	
lastName1	X	cip6	X
lastName2		programNameMatch	X

gender	Recommended	programNameFilter	X
ethnicity	Recommended	degreeLevelMatch	X
birthYear	Recommended	degreeLevelFilter	X
email1	X	gradYearMatch	X
email2		gradYearFilter	X
phone1	X	startYear	Recommended
phone2		endYear	X
enrollmentStatus	Recommended	campus	Varies by Institution

Data Output

Profiles for each student can include the following information (depending on the data provided by the colleges):

- Current location (city, state, zip, county)
- Last company employed at
- Names of previous employers
- Last employment job title
- Names of previous job titles
- Years of employment by company (employment start and end dates)
- Educational institution(s) and year(s) graduated
- Degrees, certificates and majors/minors
- Skills (e.g., project management, criminal justice, material handling, public speaking)
- O*NET codes related to current and previous job titles
- Employment status (e.g., employed in field, employed out of field)
- Wage data
- Industry(ies) employed in

Attachment

See attachment from Emsi for a sample program outcomes report.

FERPA Compliance

Emsi provides the following information that addresses concerns about FERPA Compliance:

"For purposes of carrying out this Work Agreement, Emsi will perform an institutional service or function for which the Licensee would otherwise use employees, and is hereby designated by Licensee as a school official having a legitimate educational interest in accessing, using, and tracking student education records, as permitted by the Family Educational Rights and Privacy Act, (FERPA) (34 CFR Part 99.3)

Emsi understands and agrees to comply with FERPA (20U.S.C.§1232g;34CFRPart99) in that the storage and use of student education records by Emsi will comply with all FERPA requirements.

Emsi understands and agrees that that it remains under direct control of Licensee with respect to the use and maintenance of the education records. Emsi understands that the use of educational records is limited in scope and purpose. To access education records there must be a legitimate educational interest and must be essential to complete a function or task under this agreement.

Emsi understands and agrees that it is prohibited from re-disclosing any personally identifiable information from the education records at any time or for any purpose whatsoever.

Any failure to comply with applicable FERPA requirements by Emsi or any of its employees will be immediately reported to Licensee by Emsi."

Suggested Deliverables

- Summary report of alumni by college that answers selected research questions
- Microsoft Excel pivot tables for colleges to filter by CE program
- Microsoft Excel data on each individual student for colleges to enter into California Community Colleges Chancellor's Office Management Information Systems (MIS)

DISCUSSION QUESTIONS

- Do you think the region would be interested in pursuing this project?
- What additional information do we need to find out from Emsi?
- What can these data be used for?

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