

## Project 4. Labor Market Research

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### Description

Provide critical information (e.g., labor market, demand and supply, student outcomes data), analysis, and training for evidence-based decision-making for our region by expanding the capacity of the San Diego Imperial region Center of Excellence for Labor Market Research (COE).

### Industry Sectors: All Sectors

### Proposal Details

Proposal start date: 1/31/2017

Proposal end date: 12/31/2018

Estimated proposal cost: \$200,000

Lead College/district: Grossmont Cuyamaca Community College District

### Proposal Rationale

#### What need does this proposal address?

The Centers of Excellence (COE) aspire to be the leading source of regional workforce information and insight for California Community Colleges. As a grant-funded technical assistance provider, the COE work with colleges, regions and the sector networks to: (a) Identify opportunities and trends in high growth, emerging, and economically critical industries and occupations; (b) Estimate the gap between labor market demand, available training, and existing or future workers; (c) Help regions respond to workforce needs by providing them quality information for decision-making.

COE funds only one position for the San Diego/Imperial region, making it difficult for colleges to access the information they need in a timely manner.

#### How does this proposal meet the needs of your regions labor market?

The Centers of Excellence deliver regional workforce research and technical expertise to California Community Colleges for program decision making and resource development. This research and technical expertise include:

- Gap Analysis Reports match current and projected employment needs to the regional training supply, identify workforce gaps or oversupply and offer recommendations for alignment.

- Environmental Scans provide a comprehensive overview for assessing industry trends, occupational needs and training supply, and usually include primary data collection.
- Key Findings review and highlight significant findings from employer surveys or environmental scans. Short and to-the-point, Key Finding documents are designed for quick reference.
- Labor Market Assessments provide an overview of the local labor market or college service area for high level planning and strategic development.
- Research Briefs are customized for COE clients and vary in length and content.
- Consultation and Technical Expertise is available to assist in the interpretation and application of data and research findings. The COE also provides input to organizations about data applications and tools that give community colleges better access to labor market information.

#### **How does this proposal address the identified needs?**

This project will provide additional funding to the San Diego Imperial region COE to enable it to hire more staff and expand the services provided. These expanded services will provide data/analysis support for our local colleges and the region including the following:

- Update regional labor market assessment reports for middle-skill occupations in San Diego and Imperial counties annually; fall 2017, fall 2018.
- Provide consultation and training to regional colleges to explain labor market information, sources and gap analysis as needed.
- Retrieve customized labor market data for emerging occupations through the use of Burning Glass and other data sources.
- Support regional projects with data and research.
- Participate in regional Curriculum Program Endorsement process.
- Support the San Diego and Imperial "Southern Border" Regional Workforce Development Plan

#### **How does this proposal address the priorities established by your region?**

The Southern Border Region Workforce Development Planning group established nine common tenets and workforce priorities during the planning of the four-year regional plan required under the Strong Workforce Program and the Workforce Innovation and Opportunity Act (WIOA). The nine priorities are presented in Appendix A. The proposed project will directly address the second of these key priorities: Shared Labor Market Data. The Southern Border workforce

stakeholders will collaborate on sector research and reports, creating a common vision/agreement on which sectors/occupations to invest in, reduce duplication, and to align the direction of our collective investments.

## Program Metrics

### Investment plan

Investments: This project will provide funding to enable the San Diego Imperial region Center for Excellence to hire more staff to expand the services provided to colleges in the region. Colleges that design programs around the increased labor market information available through this project are likely to attract more students to programs that have a stronger tie to industry opportunities.

### Metrics:

Course Enrollment (Source: MIS, retrieved from Launchboard "SWP Metrics")

Baseline 2016/2017: 1,009,712 (All courses, duplicated enrollment)

2017/2018: 1,019,809 (1% increase in course enrollment from 16/17)

Fall 2018 (semester only): 515,004 (half of 1% increase from Fall 2017)

## Proposal Work Plan

**Risks:** The risk most likely to prevent the success of this project is colleges concluding that they are not getting improved services with documented outcomes in increased enrollments.

### Workplan item 1:

#### Major activities

1. Finalize scope of work for enhanced services to region (January 15, 2017), including updating regional labor market assessment reports for middle-skill occupations in San Diego and Imperial Counties on annual basis (Fall 2017; Fall 2018); Providing consultation and training to the regional colleges to explain labor market information, sources and gap analysis as needed; Retrieving customized labor market data for emerging occupations through the use of Burning Glass and other data sources; Supporting regional share projects with data and research; Participating in the regional Curriculum Program Endorsement process; and Supporting the San Diego Imperial "South Region" Workforce Development Plan.
2. The Scope of Work is approved by ROC/WDC.

3. Contract developed and issued to regional COE fiscal agent.
4. Contract signed and implemented.

**Major outcomes**

Evidence-based decision-making. The Colleges design programs around the information, so there will be a better tie into the industry opportunities. This activity will eventually impact all of the metrics, but in 22 months we expect to see an impact on enrollments.

**Responsible person:** Regional Consortium Chair

**Lead college or partner:** GCCCD

**Participating colleges:** All regional colleges

**Year** 16/17; 17/18

**Program Budget**

**Institution:** GCCCD as fiscal agent

**Description:** Contract with Center for Excellence to expand services

**Source:** 40%

**Object code:** 5000

**2016 – 2017 amount requested:** \$200,000

**2017 – 2018 amount requested:** \$0

**Fall 2018 amount requested:** \$0