

PROJECT 4. LABOR MARKET RESEARCH FORMATIVE EVALUATION

PROJECT DESCRIPTION

This project is designed to provide critical information (e.g., labor market, demand and supply, student outcomes data), analysis, and training for evidence-based decision-making for the region by expanding the capacity of the San Diego-Imperial Region Center of Excellence for Labor Market Research (COE). The Center of Excellence (COE) is a grant-funded technical assistance provider that works with colleges, regions and 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.

This project provides 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.

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

The project activity will eventually impact all of the metrics, but in the first 22 months only enrollments are expected to change as a result of two outcomes:

- Student attraction to CTE programs. 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.
- Evidence-based decision-making. Colleges design programs around labor market information, providing a better tie into industry opportunities.

FORMATIVE EVALUATION

Workplan Item 1

A contract between the GCCCD Foundation and Chaffey College was completed on 9/9/2017 for a total of \$30,000. This contract runs from 7/1/2017 to 12/31/2017. The Inland Empire/Desert Region Center for Excellence for Labor Market Research (COE) hosted at Chaffey College will provide technical assistance, project management, research, and other support to the San Diego-Imperial Region COE. The scope of work includes providing data and information to colleges on regional labor market and workforce need to inform program development and college decision-making; contribute to regional discussions to align community college training programs with regional workforce needs; and onboarding and technical support for the interim San Diego-Imperial Region COE Director.

MiraCosta College hosts the San Diego-Imperial Region COE. A master agreement between the GCCCD Foundation and MiraCosta College is dated March 21, 2017. The term of this master agreement is 1/1/2017 through 12/31/2020. New project scopes of work will be produced each year. In September 2017 the GCCCD Foundation signed an addendum to their participation agreement with MiraCosta College. The agreement term started 7/1/2017 and runs through 9/30/2018. The addendum provides \$170,000 to cover the salary and fringe benefits for a full-time COE Research Analyst, supplies, capital outlay for furniture and equipment for the COE Research Analyst, and other operating expenses that include memberships, travel, and contract services for research and graphic design.

The ROC selected representatives to serve on the SWP Data & Research Committee. The Committee met with the San Diego-Imperial Region COE Director and staff on 10/4/2017, 11/8/2017, and 12/6/2017 to review project activities and advise on next steps.

COE created the job description for the Research Analyst and posted the position; they expect to be able to hire someone into the position by April 1, 2018. COE has hired temporary research

analysts on a contract basis; one started working in December 2017, and another started in January 2018.

LABOR MARKET RESEARCH PROJECT: EVALUATION PLAN

The project evaluator will conduct a mid-year and year-end review of project activities to update the formative evaluation of this project.

The SWP Data & Research Committee noted that it is very difficult to tie research impacts to outcomes, since the project cannot control how the information provided is used. Employment-related outcome measures might be used longer-term, but not in this first round of the Strong Workforce Program. The outcome measures that the SWP Data & Research Committee chose to use for the Labor Market Research project evaluation include:

Chancellor's Office Strong Workforce Program LaunchBoard Metrics:

1. An increase in all course enrollments. The 2017 Strong Workforce Proposal utilized 2014/15 data for the baseline (1,009,712) as this was the most recent LaunchBoard data available. The 2017 proposal projected a 1% increase in 2017/2018 enrollments, and another 1% increase from fall 2017 to fall 2018. In March 2018 LaunchBoard revised the 2014/15 baseline to 1,019,720 enrollments in all courses.
2. An increase in CE enrollments. Data for just the CE programs was released on LaunchBoard in spring 2018. Data is available by program, for all CE programs, and for non-CE programs. This metric was not identified in the 2017 proposal because this data was not available. In 2014/2015, LaunchBoard reports that there were 247,490 enrollments in CE courses.

No other LaunchBoard metrics will be used for the evaluation in this round of funding.

Other metrics:

3. The number of curriculums revised based on LMI (counting only those with substantive revisions that must be approved by WDC). This information could be gathered from WDC minutes.
4. The number of new programs/curriculums approved by the WDC. This information could be gathered from WDC minutes.
5. Number of reports developed by COE. This data would be provided by COE, which plans to conduct a survey of colleges/Deans they worked with to determine how they used the reports requested.

It should be noted that there is an approximately nine-month delay between the end of the academic year and initial online reporting of the LaunchBoard metrics. For example, the project is currently in spring semester of the 2017/2018 academic year; the CalPASS Plus LaunchBoard data system currently reports enrollment and degree/certificate data for the 2016/2017 academic year. Other SWP metrics, such as number of transfers and wage data, are available only for the 2015/16 academic year and earlier. The metric “job related to the program of study” is available only for the 2014/2015 academic year and earlier.

If CalPASS Plus maintains this schedule, enrollment and degree/certificate data for the current academic year (2017/2018) will become available in March 2019. Other LaunchBoard outcomes would be reporting starting in March 2020. If enrollment data is needed before March 2019, staff would need to collect data directly from each college.

It also should be noted that CalPASS may revise the LaunchBoard data (used as baselines for the benchmarks and for reporting). For example, LaunchBoard currently reports that the 2014/2015 enrollment in all programs was 1,019,720, about 10,000 more students than reported in the 2017 Strong Workforce Proposal.