GCCCD Governing Board Workshop:
Strong Workforce
Corporate College Workday

February 21, 2017
Grossmont College – Griffin Gate
4:00 PM – 5:00 PM
Workforce & Organizational Development

East County
Education Alliance
Technology
Research
Marketing &
Communications
Adult Education
Corporate College
Foundation
  - Fundraising
  - Grants
$200M Strong Workforce Program

Doing What MATTERS™
FOR JOBS AND THE ECONOMY

Corporate College
Grossmont-Cuyamaca

Powering Your Workday
$200M Strong Workforce Program

Sally Cox
Executive Director
Foundation for Grossmont & Cuyamaca Colleges
GCCCD Implementation of the Strong Workforce Program
The Strong Workforce Program focuses on data-driven outcomes rather than activities, along with an emphasis on innovation and risk-taking.
Labor Market Opportunities

California’s Job Openings by Education Level 2015-2025

- 34% for Bachelor’s degree or higher
- 30% for Some college or Associate’s degree
- 35% for HS Diploma or less

1.9 million job openings will require some college or an Associate’s degree.


Analysis: Collaborative Economics
Ongoing funds

Strong Workforce Program – 2016-17

State: $200 million
SDIC Region: $16,510,427
Regional Projects: $6.6 million
GCCCD: $1.3 million
State Expectations

More

Better
Grossmont College Investments

- Strengthen CTE Program infrastructure by increasing program development
- Invest in labs and equipment for Administration of Justice and Culinary Arts
- Develop cross-discipline curriculum in computer science, global information systems and drone technology
- Hire Accounting faculty
Cuyamaca College Investments

- Invest in labs and equipment for Computer & Information Sciences, CADD, Environmental Health & Safety, Water and Ornamental Horticulture
- Develop curriculum in CIS, Paralegal Studies, EHSM and OH
- Professional development for faculty
- Hire EHSM faculty & OH and tutors for all CTE programs
Both Colleges

Associate Deans for CTE Programs
Strong Workforce Metrics

Performance-Based Funding

INCREASE QUANTITY
• CTE enrollment

IMPROVE QUALITY
• Skills gains
• Completion
• Transfer
• Employment rates
• Employment in field of study
• Earnings,
• Median change in earnings
• Proportion of students who attained living wages
Regional Investments

✔ Career Development Services and Job Placement
✔ Career Pathways
✔ Labor Market Research
✔ Marketing
✔ Innovative Programs
Questions?
Erin Roberts
Corporate Advancement Developer

Charlene Alsbaugh
Workforce Development Assistant
We will cover:

- Introduction to Corporate College
- Corporate Training Program
- Fee Based Program
- Grant Funded Programs
- Looking Ahead
About Corporate College
The mission of Corporate College is to sustain, enrich and advance the careers of incumbent workers throughout San Diego County.
How:

Avenue for offering coursework that doesn’t fit in credit

Corporate training

Fee based courses

Grant funded education

Non credit
Why: Meeting East County’s Needs

196,000 Resident Workers

Work in area: 52,000 (27%)
Commute outside area: 144,000 (73%)

* Primary job

Work outside San Diego County:
- 31,000 (16%)
- 58,000 (30%)
- 34,000 (17%)
- 3,600 (5%)
- 1,900 (1%)
- 4,000 (2%)
- 5,400 (3%)

4,000 (2%) in area
5,400 (3%) in area
Why: Meeting our District’s Needs (An Example)
Corporate Training Program
Corporate Training
“We’ve already seen the benefit in employee engagement. We’re looking forward to the next year of training options.”

--Karen Porteous
VP of Administrative Services
Potential Corporate Training Clients

Wendy's

California Coast Credit Union
2015-16 Corporate Training Data

Gross revenue: $63,255 (313% increase prior year)

Contracts signed: 10

Participants served: 224

Certificates awarded: 257

Instructor database: 69 trainers (57% increase prior year)
3

Fee Based Program
Fee Based Program

Incumbent worker training

Coursework that does not fit in credit, but meets industry needs

Directly out of CTE departments

Faculty taught, on campus
Fee Based Clients

Dart Neuroscience

GKN Aerospace

Catalent

USS Midway Museum

Hawthorne CAT

PolyPeptide Group

CHROMALLOY

MTS Metropolitan Transit System

UTC Aerospace Systems

Grossmont-Cuyamaca Community College District

Noble Motive

SDGE Sempra Energy utility

Occupational Services, Inc.

Corporate College

Grossmont-Cuyamaca
2015-16 Fee Based Data

- Gross revenue: $71,273
- Classes offered: 19
- Students served (duplicated): 248
- Certificates awarded: 248
- Employer relationships: 15
2015-16 Fee Based Data

Fee-Based Enrollments by Program

- CADD: Goal 18, Actual 18
- Auto: Goal 15, Actual 37
- SDGE: Goal 24, Actual 54
- EMHS: Goal 57, Actual 139

Goal vs. Actual
Marketing Efforts

Corporate College
Grossmont-Cuyamaca

Customized Training At Your Site
Every workplace is different. Your company needs a training format that fits around your schedule, your employees, your environment, and will create the highest level of learning impact. Learn more about the Employee Training Institute!

Professional Certificates & Update Training
Grossmont Cuyamaca Community College District Workforce Development specializes in offering certification courses for working professionals. Course offerings focus on Occupational Safety and Health Administration, Automotive Repair, and Electrician Certification.

Online Courses
Browse the personal enrichment courses if you're looking for short term, instructor led courses. Browse the career training programs if you are looking for longer, more intensive certificate trainings.

CorporateCollege.gcccd.edu
## Marketing Efforts – online class registration

### Upcoming Classes

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Dates</th>
<th>Description</th>
<th>Available Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 10</td>
<td>30 Hour OSHA General Industry</td>
<td>02/10/2017 - 02/18/2017</td>
<td>The skills in this course will prepare a participant to pass the OSHA 30 Hour General Industry Safety certificate exam which is offered at the end of the course.</td>
<td>7</td>
</tr>
<tr>
<td>Feb 21</td>
<td>DOT Hazardous Materials Regulation</td>
<td>02/21/2017 8:00 AM - 5:00 PM</td>
<td>This course covers the Department of Transportation (DOT) Hazardous Materials Regulations (HMR) governing the transportation of hazardous substances. This course fulfills the DOT 49 CFR Hazardous Materials Transportation Awareness Training required by DOT.</td>
<td>FULL</td>
</tr>
<tr>
<td>Mar 3</td>
<td>OSHA 40 HR HAZWOPER F/S</td>
<td>03/03/2017 - 03/17/2017</td>
<td>This course satisfies the requirements for generalized employee training under the Occupational Safety &amp; Health Administration (OSHA) 1910.120 and State of California Regulations 5192 Title 8.</td>
<td>FULL</td>
</tr>
<tr>
<td>Mar 18</td>
<td>Bloodborne Pathogens</td>
<td>03/18/2017 8:00 AM - 5:00 PM</td>
<td>This course provides common modes of their transmission, methods of prevention, and other pertinent information for those who have the potential to be exposed to or other potentially infectious material.</td>
<td>7</td>
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“I can’t thank you enough for the wonderful job you did in preparing this class [for submission to the California BAR]. This project is business critical. You deserve a gold star. We have never had this kind of support for our corporate training.”

--Brad McCombs
Program Coordinator, Automotive Technology
Grant Funded Programs
Fall 2016 cohort data

Inquired: 13
Registered: 9
Completed to mid point: 9
Graduated: 8
Placed in employment: 2
Pathway into EHS credit program @ CC: 2
Spring 2017 cohort data

Inquired: 66 (500% increase)
Registered: 29 (300% increase)
Completed to mid point: TBD
Graduated: TBD
Waitlisted: 30
Placed in employment: TBD
Testimonials

“The EHS Certificate program is definitely worth it. All the courses are very helpful and informative. It’s a great way to start and network with the instructors.”

--Brian H.
Looking Ahead...
Looking Ahead

Expanding fee based

Renewing grant funding

Focusing on larger corporate training clients

Enhancing the new districtwide Workforce Training Coordinating Committee
The Many Faces of Corporate College

Gary Westerburg

Jeffrey Dominick

Manary Villalobos
Questions?
Chris Tarman
Associate Vice Chancellor, Research, Planning & Technology

LOGIN
THANK YOU!