

**CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE**

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April 4, 2018

To: Pamela Luster, San Diego Mesa College, pluster@sdccd.edu
Tim McGrath, San Diego Mesa College, tmcgrath@sdccd.edu

From: Van Ton-Quinlivan, Executive Vice Chancellor, Workforce and Digital Futures

Cc: Kathy Booth, Paul Feist, Matthew Roberts

Subject: Special recognition of career education programs with outstanding workforce outcomes

We are writing because we found a cause for celebration! Multiple programs at your college have been named as Strong Workforce Stars because they have outstanding post-college outcomes in employment, earnings gains, and regional living wages, based on Strong Workforce Program LaunchBoard data.

Several programs have earned the Bronze, Silver, and Gold Stars recognition because graduates attained one or more of the following thresholds for economic mobility:

- An increase in earnings by 50% or more
- Attainment of the regional living wage by 70% or more
- 90% or more are employed in a job similar to their field of study

See below for information on the specific outcomes of each program.

BRONZE STARS (attained threshold outcomes on one metric)

- Business Administration: 56% increase in earnings
- Business Management: 51% increase in earnings
- Marketing and Distribution: 89% increase in earnings
- Preschool Age Child: 100% of students are employed in a job similar to their field of study
- Civil and Construction Management Technology: 86% of students attained the regional living wage
- Dental Assistant: 97% increase in earnings
- Nutrition, Foods, and Culinary Arts: 100% of students are employed in a job similar to their field of study
- Journalism: 488% increase in earnings
- Website Design and Development: 76% of students attained the regional living wage
- Culinary Arts: 71% increase in earnings

SILVER STARS (attained threshold outcomes on two metrics)

- Animal Health Technology: 166% increase in earnings and 100% of students are employed in a job similar to their field of study
- ASL - English Interpretation: 137% increase in earnings and 100% of students are employed in a job similar to their field of study
- Hotel Management: 90% increase in earnings and 80% of students attained the regional living wage
- Health Information Technology: 80% increase in earnings and 76% of students attained the regional living wage
- Medical Assisting: 78% increase in earnings and 100% of students are employed in a job similar to their field of study
- Computer Business Technology: Information Mgmt Technology: 72% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study

GOLD STARS (attained threshold outcomes on all three metrics)

- Physical Therapist Assistant: 125% increase in earnings, 83% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study
- Radiologic Technology: 291% increase in earnings, 88% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study

A researcher from the RP Group, Educational Results Partnership, or WestEd will be reaching out to you to get a bit more information about your Gold Stars program. No later than April 30, please locate the appropriate administrator, dean, or chair, plus at least one faculty member who was associated with the program during the 2014-15 academic year, so the researcher can conduct a 30-minute phone interview.

In this interview, the researcher will document the scope of the program, why it is generating such strong returns, and identify the appropriate point of contact to respond to inquiries from employers and the press. This information will be used to create a profile of your Gold Star program featured on the Strong Workforce Stars eShowcase, http://dwms Showcase.com/workforce_stars.asp.

To support you in communicating the impact of your programs, we have created a media kit which is accessible at <https://bit.ly/stars-media-kit>. You may use these resources now.

The Chancellor's Office will be reaching out to your Public Information Officer to coordinate a statewide publicity push in June 2018. Additionally, your Strong Workforce Star programs will be listed on the Chancellor's Office website and highlighted in the Here to Career app to alert students that these programs generate significant positive returns.

If you have any questions, please contact Dr. Matthew Roberts, Dean of Field Operations, at mroberts@cccco.edu, or me at ytquinlivan@cccco.edu.

DRAFT IDEAS

Strong Workforce Committee (Campus Operational Committee)	CTE Committee (Academic Senate)
<p>Reports to: President's Cabinet</p> <p>Purpose: Implementation and integration of the Strong Workforce program at San Diego Mesa College. Strong Workforce is grouped into seven areas targeting student success, career pathways, workforce data and outcomes, curriculum, CTE faculty, regional coordination and funding. This economic development program is driven by "more and better" CTE. The "more" is increasing the number of students enrolled in programs leading to high-demand, high-wage jobs. The "better" is improving program quality, as evidenced by more students completing or transferring programs, getting employed or improving their earnings.</p>	<p>Reports to: Academic Senate</p> <p>Purpose: (Mission Statement from Resolution)</p>
<p>Membership:</p> <ul style="list-style-type: none"> • Co-Chair: Associate Dean, CTE • Co-Chair: CTE Faculty member (.20 reassigned time) • BSSOT/BSI Faculty • Counselor • CTE Faculty - School of Business and Digital Technology (1) • CTE Faculty - School of Business and Digital Technology (2) • CTE Faculty - School of Health Sciences and Public Service (1) • CTE Faculty - School of Health Sciences and Public Service (2) • CTE Faculty - School of Exercise, Health, Dance and Athletics • CTE Faculty - School of Social/Behavior Sciences and Multicultural Studies • English Faculty • Math Faculty • Work Experience Coordinator • Work Based Learning Coordinator • Career Center Representative • Classified Senate Representative • Institutional Research Representative • Outreach Department Representative • Professional Learning Representative • School of Student Success and Equity Representative • STEM Conexiones Representative • MT2C Representative • CTE Students • Dean, Business and Digital Technology (ex-officio) • Dean, Health Sciences and Public Service (ex-officio) • Dean, Student Development (ex-officio) 	<p>Membership:</p> <ul style="list-style-type: none"> • Chair: CTE Faculty Co-Chair from SW Committee • BSSOT/BSI Faculty • Counselor • CTE Faculty - School of Business and Digital Technology (1) • CTE Faculty - School of Business and Digital Technology (2) • CTE Faculty - School of Health Sciences and Public Service (1) • CTE Faculty - School of Health Sciences and Public Service (2) • CTE Faculty - School of Exercise, Health, Dance and Athletics • CTE Faculty - School of Social/Behavior Sciences and Multicultural Studies • English Faculty • Math Faculty • Work Experience Coordinator • Work Based Learning Coordinator

SAME FACULTY REPRESENTATIVES

DRAFT IDEAS

Strong Workforce Committee (Campus Operational Committee)	CTE Committee (Academic Senate)
<p>Duties:</p> <ul style="list-style-type: none"> • Update campus of Strong Workforce program components • Develop and administer the SW Funding allocation recommendation process • Address CTE Professional Learning needs • Guide CTE Marketing / Outreach activities • Address CTE Tutoring needs • Support Career Center programs and needs in connection with SW • Guide in the understanding and development of a campus Work Based Learning system (including internships and work experience) • Improve the integration of CTE into the Program Review process • Assist with CTE/SW in Mesa Pathways 	<p>Duties:</p> <ul style="list-style-type: none"> • Working with stakeholders to engage industry and local workforce development boards. • The purpose of which is to provide a data-informed approach to building “more and better” CTE programs for San Diego Mesa College that are proactive and responsive to industry needs. • Establishing a liaison relationship with San Diego Mesa College’s local Academic Senate, the Academic Senate for California Community Colleges (ASCCC), the San Diego Community College District (SDCCD) Chancellor’s Office, the Regional Consortia and the State Chancellor’s Office. • Endeavoring to insure equal access for all CTE Faculty programs to a venue of dialogue and advocacy for each of their respective programs. • Communicating relevant data, policy, procedures, developments, new programs and other items relevant to CTE programs and Strong Workforce to the Academic Senate. • Presenting Strong Workforce Program budget to the Academic Senate. • Reporting out on the Strong Workforce Committee items
<p>Joint Duties:</p> <ul style="list-style-type: none"> • Involvement in Regional Issues • Discussion of State Issues 	
<p>The two committees would function as a hybrid. One meeting 1 ½ hours long that would begin with the operational component and include the SW Committee members, move into the joint duties section with all members, and then end with the Academic Senate component with the senate membership remaining in attendance. This would not only provide efficiency but also clear communication for the campus and the senates as well as provide a seamless flow of information and action.</p>	