

Work Group: Higher Education and Workforce Development

Higher Education (Goals 2, 3)

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Work Force Development (Goal 1)

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Description of Activity: Workforce Development

Goal 1: Create a demand-driven workforce investment system that supports target clusters.

Objective A: Align workforce development resources to support target industry clusters.

This umbrella objective will be accomplished through meeting the following supporting objectives:

Objective B: Conduct occupational analysis of key jobs in target industries.

The 2007-2008 employment study results are now available on www.careersinthevalley.com. These studies are searchable by job title, region, or county. This information provides real employment demand in each of the target industries. The Central California Workforce Collaborative (CCWC) is seeking funds to continue the studies in 2009-2010. It was evident that expanding beyond the five targeted industries will provide a better reflection of current and future employment. Discussions to include automotive technology, information services and trade industries to future regionwide surveys have taken place. However, for this work to continue, more funding from the state is needed.

Objective C: Develop Web-based inventory of vocational training and "gap analysis."

- Careersinthevalley.com is a central repository for jobs in the San Joaquin Valley. It is free to job seekers and employers. This Web site was officially launched fourth quarter of 2008; however it's still in the trial state. During the last several months, the CCWC has continued to enhance the information available on the Web site. Each county is working with educational partners to include all training available for jobs identified in the study. This provides job seekers with relevant, real-time data on jobs and training. Starting December 2008 through end of January 2009, CCWC partners will be receiving training as Web site administrators to assist both job seekers and employers to best utilize the Web site. Furthermore, this will assist in keeping content up-to-date on careersinthevalley.com. After two more revisions of the Web site, a massive marketing campaign will be launched.
- Marketing efforts for the Web site include: 1) Development of a jingle (music and words) that informs job seekers and employers about the Web site and its capabilities. The jingle will be played on major radio stations in each county. 2) Working with community partners in each county to place a careersinthevalley.com icon on computers available to the public.
- In December 2008, CCWC worked with the state to modify its budget to include funding to purchase a spidering system. CCWC has contracted with EmployOn LCC. Since the San Joaquin Valley has more than 3300 job portals, EmployOn will use its technology to aggregate the job content. Job postings on those sites will now be available in one place at careersinthevalley.com. Employon "creates real-time search and match technology services for the Human Capital Management marketplace." (<http://www.employon.com>).
- CCWC members are discussing sustainability of this Web site. The hope is CCWC will be able to sustain this resource for at least one more year if state funding is not received. Beyond one year, continued support for this Web site may require additional state funds.

Objective D: Implement statewide business intelligence tool.

Executive Pulse

All eight county workforce investment boards (WIBs) have been using Executive Pulse (EP), a software program that allows various entities to submit critical information regarding individual business hiring, training, expansion, relocation needs, etc., that can be shared by all who have access to the program. It has been nearly a year since initial training sessions took place; however, training sessions continue to take place as Local Workforce Investment Areas (LWIAs) fully implement EP.

The Connectory

The Central California Workforce Collaborative (CCWC) members have decided not to pursue building the Connectory portal at this time.

Objective E: Create a just-in-time training fund.

This objective has been accomplished through the ETP grant with Bakersfield College.

Objective F: Address workforce supply on a regional basis.

Career Readiness Certificate and WorkKeys Implementation

- CCWC's 14 partners continue to use the WorkKeys standardized assessments and are using the Central California Career Readiness Certificate. A statewide Work Ready Certificate using WorkKeys was developed and adopted by CCWC last year. The Central California Work Ready Certificate verifies to employers that an individual has essential core employability, as well as skills in Reading for Information, Applied Mathematics and Locating Information.
- CCWC has been working with State Workforce Investment Board (State WIB) to move forward on a State Career Readiness Certificate. The State WIB director is considering the option of pursuing this through the state's Green Job's Subcommittee.

Manufacturing Skills Standards Certification (MSSC)

MSSC provides a process for ascertaining that an individual has the specific skills necessary to be recognized as a Certified Production Technician. Tulare County continues to work with two large employers for the MSSC project. Merced County has completed the pilot project. Merced received feedback from two employers.

Feedback from the employers: The employers thought the test was interesting in the areas covered. The overall consensus was that it pertained to what they were doing in their field work; however, it did not fit the everyday duties of the production line. It was discussed that in theory, the production line would know everything that was on the assessments; however, normal production, long-term seasonal workers and lack of educated workers did not permit for the high-level problem-solving and concept work required by the MSSC model.

Additionally, there were acronyms in the assessment rather than accurate verbiage that employers and employees thought should have been explained. Employers and employees were also very concerned about the time the assessments took. Most were given two tests each. One test is usually 1 ½ hours. Three hours out of production per employee was challenging. To complete the full assessment certification, each employee would be required to take all four assessments for a total of six hours.

In summary, both companies stated the assessments were challenging and useful in determining production range. They were concerned about the time spent on the assessment and loss of production. In their estimation, the assessment results were not worth the amount of time and effort taken. Their recommendation is to shorten the assessment to 30 minutes. Both companies stated that they would not pay for the assessments without the assistance of the Department of Workforce Investment/Worknet.

Objective G: Align vocational and career technical education with target industries.

Four subregional Career Technical Education (CTE) Community Collaborative applications to the Governor's CTE are currently in progress at State Center Community College District, Sequoias Center Community College District, Yosemite Community College District, and Kern Community College District. Each subregion is applying for additional funding.

Objective H: Establish San Joaquin Valley Workforce Consortium.

CCWC LWIA partners include San Joaquin County, Stanislaus County, Merced County, Madera County, Tulare County, Fresno County, Kings County and the Kern/Inyo/Mono Consortium. CCWC met November 2008 in Madera during this quarter in addition to preparing for the 15% Workforce Investment Area (WIA) state grant.

Objective I: Align the efforts of the San Joaquin Valley's economic development corporations, the San Joaquin Valley Workforce Consortium and the California Community College Central Region Consortium.

Members of the Economic Development, PreK-12 Education and Higher Education and Workforce Development Work Groups met for a joint session on Oct. 15, 2008. The session was facilitated by Joel Simon, senior consultant for the Council for Adult and Experiential Learning (CAEL). During this session, each work group shared progress on priorities and discussed areas of collaboration. It was echoed that continued dialog among each of the stakeholders was important as the three groups move forward in refining or developing regional initiatives. For example, Workforce and Economic Development partners voiced that working together is paramount since retention/attraction of new businesses is closely aligned with labor availability. In addition, facilitator Joel Simon shared national models for regional collaboration and provided time for application of the models during the work session.

Other Work Group Projects

San Joaquin Valley Workforce Funding Collaborative (SJVWFC)

- The Fresno Regional Foundation (FRF) was notified that the National Fund for Workforce Solutions (NFWS) team was not as yet prepared to make a final commitment to approve investment for SJVWFC. However, NFWS extended some additional time to refine and hone SJVWFC strategy. FRF has been invited to reapply without having to wait for the new grant cycle. NFWS has invited three SJVWFC participants to attend the Peer Learning meeting in San Diego, Nov. 19-21, 2008. It also has helped clarify the thinking of the investors committee regarding key issues through conversations with NFWS representatives.
- Fresno Regional Foundation (FRF) is still waiting to hear from The California Endowment.
- San Joaquin Valley Workforce Funding Collaborative (SJVWFC) is an effort that convenes funders and leverages its workforce-related grant making to support innovative initiatives that target the employment development needs of low-skilled, low-income workers to improve their economic stability.

Central California Workforce Collaborative Phase II Grant Application Update

The Central California Workforce Collaborative (CCWC) recently learned that the CCWC Phase II grant application will need to be revised because of changing Workforce Investment Area (WIA) 15% grant funding priorities. A CCWC subcommittee was developed to rewrite the Phase II grant application to meet the state's new WIA 15% priorities. This sub-committee met on Oct. 9, 2008. The current WIA 15% state grant funding will be expended at the end of Feb. 2009.

Planned Activities for next 3-6 months

- Work with executive committee to plan 2009 joint session.
- Continue work to update careersinthevalley.com.
- Launch marketing and outreach for careersinthevalley.com
- Revise grant application to the state for 15% WIA grant.
- Support SJVWFC grant applications and attend planning sessions.

Next Steps

Find more funding to continue the work of the Consortium

Challenges/problems/bottlenecks

Identifying additional monies for the continuation of the Consortium

Description of Activity: Higher Education

Goal 2: Develop a college going culture in the San Joaquin Valley

Central Valley Higher Education Consortium (CVHEC) Benchmarks:

- 1) Complete a "View Book" for higher education in the Central Valley
- 2) Update the Valley's premier higher-education Web site, www.collegenext.org, to include www.jobsinthevalley.com
- 3) Continue to monitor the progress of The College Place.

Benchmark 1: Complete a View Book for higher education in the Central Valley

A "View Book" for higher education has been completed. (The View Book will be available online on the Partnership's Higher Education and Workforce Development Web page.) The View Book demonstrates the quantity and quality of higher education in the Central Valley. The View Book will be distributed to junior high and high school students by guidance counselors and will be posted online. It also will be sent to local and statewide public officials and politicians in a position to advocate on behalf of higher education in the Central Valley. Lastly, all stakeholders in the Partnership will be provided a View Book.

Benchmark 2: Update the Valley's premier higher education Web site

CVHEC researched effective promotional Web sites and contracted with Salazar Designs to update the Web site, including careersinthevalley.com, a project of the Partnership's Higher Education and Workforce Development (Workforce Development).

Benchmark 3: Continue to monitor the progress of The College Place (the Center)

CVHEC has hired acting director Albert Valencia to supervise four interns that provide college-coaching services.

- A. Initiate discussions with interested partners in any of the eight-county region for replication and provide technical support:
- Progress has been made with the City of Fresno, which has committed to continuing the project by providing a \$50,000 donation.
- B. Ongoing operation of the Fresno Center
Faculty adviser Albert Valencia, a faculty at California State University, Fresno, was hired to oversee the four college coaches hired to provide services Oct. 1, 2008 through Dec. 31, 2008.
- C. Outcomes
1,000 youth were provided college going information and completed an intake form.
- D. Publish Program Encounter and Outcomes Report which will include demographic data on 1,000 students/parents
We are working on an encounter report that demonstrates the following:
- 725 students completed a counseling session and academic career plan
 - 320 attended follow-up sessions to discuss in detail an assessment plan
 - 550 students completed a college application to a 2-year or 4-year college
 - Data show that 58% of students participating in the program were female and 41% male. Minority students comprise 80% of our visitors. Ethnic background includes Hispanic/Latino (54%), African American (17%), Caucasian (15.9%), and Asian (8%).
 - Nearly 85% of students were in high school. Of those, 60.9% were in the 11th and 12th grades. In addition, we learned that The College Place respondents are interested in six major categories: financial (n=900), academic advising toward meeting college requirements (n=543), college application assistance (n=550), career exploration (n=410), campus tours and other (n=41).

Challenges/Problems/Bottlenecks/Feedback

- CVHEC has made progress in each of the benchmarks previously described. It has been difficult to make progress with the PreK-12 Work Group as intended. We have moved more slowly than anticipated
- On Cal-Pass and other pertinent issues, our leadership is facing economic challenges and is still unclear what the state budget allocations for higher education will be. As a result, it has been difficult to convene the executive committee as frequently. However, progress of CVHEC efforts on behalf of the Partnership were presented at its board meeting in September 2008 at UC Merced. We were able to bring a representative from the American Council Education to the meeting to brief us on the Obama Administration, upcoming initiatives, federal funding and veteran education issues.

Goal 3: Develop comprehensive education and training systems to meet the health care worker shortage in the region

Objective A: Establish a Medical Education Program at University of California Merced within 10 years

See Health and Human Services (Health) Work Group Report.

Objective B: Establish the Central Valley Nursing Education Consortium

The San Joaquin Valley Nursing Consortium was developed with a goal of increasing the number of RN graduates in the San Joaquin Valley each year by 250, starting in 2008.

Objective 1: Student Support (Increase NCLEX passing rates and student retention)

- One final Professional Role-Based workshop was held in Modesto for nursing students, nursing faculty and preceptors; more than 50 attendees, excellent reviews. The grant paid for 33 nursing graduate students to take the virtual Assessment Technologies Institute LLC (ATI) to help them pass the NCLEX exam.
- A combination of increased NCLEX scores, retention, tutoring and mentoring and program expansions resulted in 451 new RNs for the San Joaquin Valley from 2004/2005 through 2008.

Objective 2: Centralized Faculty Resource (Increase nursing faculty)

The San Joaquin Valley has an additional 64 faculty to teach in nursing programs as a result of this grant. This 2-unit level online course will continue thru Song-Brown and other funding.

Objective 3: Computerized Clinical Placement

Has been implemented; spring semester 2009 student placements were put onto the system.

Objective 4: Distance Education

- 20 LVN to RN students at West Hills College graduated in December 2008; this was an extension of Fresno City College
- Overall, the grant assisted almost 100 distance education students.

Planned Activities for next 3 – 6 months

Following the end of the seed grant, Dec. 31, 2008, the computerized clinical placement program will continue to expand its service by allowing schools to schedule for an entire year. These sessions will begin February 2009.

Challenges/problems/bottlenecks

Sustainability: We were not able to obtain an additional grant for the Consortium.

If you have coordinated any outreach, please describe briefly.

The San Joaquin Valley Nursing Education Consortium was able to bring greater collaboration between Valley nursing programs. The computerized clinical placement program allowed for some standardization of processes for Valley nursing programs.