$50m CTE Enhancement Fund

Field Listening Session

Slides as of 7/20/14
Agenda

• What we know
• What we propose
  – Feedback
• Next steps: Communication plan
  – Feedback
“To create greater incentive for California Community Colleges to develop, enhance, retool, and expand quality career technical education offerings that build upon existing community college regional capacity to respond to regional labor market needs. “

2014-2015 Governors Budget
Intent

Earmarked for “CTE equipment, curriculum development, professional development, and other related costs necessary to develop, enhance, retool and expand quality career technical education offerings.”

2014-2015 Governors Budget
How Much Does it Cost to Raise a Family in CA?

$60,771
($29.22/hour)
2-parent with one working adult, 2-child
Source: CA Budget Project

$66,000
Associates – Career Technical Education
5-years later
Source: Salary Surfer, 112 CA Community Colleges

$38,500
Associates - General Ed
5-years later
Source: Salary Surfer, 112 CA Community Colleges

Career Technical Education: *Not your grandfather’s ‘voc ed’…*
Closing Regional Skills Gap

**Budget Language**

- CTE programming must meet the following criteria:
  - Be for occupations and sectors that are demonstrated to be in-demand in the regional labor market;
  - Be for occupations for which regional production of employees is insufficient to meet labor market demand; and
  - Demonstrate regional alignment of program and curricula.

- Priority for funding shall go to programs that meet all the above and that meet one or more of the following criteria:
  - Are in priority sectors identified by the region.
  - Are in emerging sectors identified by the region.
  - Are articulated with K-12 or four year institutions.

- Industry match requirements of 1:1 *(higher industry match should receive higher consideration)*
Proposal:
Use “actuals” to drive allocation model

1. CTE FTES
2. FTES
3. Number of Colleges
Proposal: 
60% available as local shares to colleges

- Single-college application
- College determines use of fund according to budget language
- Certified by Regional Consortia (failsafe: auto-approval by 1/15/15)
- “Programs shall be developed with industry input, matched by industry resources, and adopted by faculty upon certification by RCs”
- Unused local funds remand to region at 3/15/15
California’s regional economies:

- regional economic clusters
- regional employers
- regional business associations
- regionally mobile workforce

☐ regional coordinated workforce development

- Greater Sacramento
- Northern Inland CA
- Northern Coastal CA
- East Bay
- North Bay
- SF/Mid Peninsula
- Silicon Valley
- Santa Cruz/Monterey
- Central
- Mother Lode
- South Central
- San Diego/Imperial
- Inland Empire/Desert
- Los Angeles
- Orange County
Some skill gaps require multi-college coordination.

- regional economic clusters
- regional employers
- regional business associations
- regionally mobile workforce
- regional coordinated workforce development

Sustainable Regional Approach

- Volume purchasing
- Modular-based curriculum
- Region-wide professional development
- Regional scale industry involvement
- Regional coordination of specialties and pathways
Proposal: 40% to incentivize stronger regional coordination

- Multiple colleges / joint application
- Must meet budget language
- Unused funds remand to local shares on 3/15/15
## Feedback Needed: Communication Plan

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Channel</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td><strong>Representation from key leadership bodies:</strong> CIO Executive Committee, ACBO, League Board, CCCAOE, ASCCC, PIO</td>
<td>Phone conference call</td>
<td>7/10/14 @9am PST</td>
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<tr>
<td><strong>College CEOs</strong></td>
<td>First Monday memo</td>
<td>6/30 or 8/4</td>
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<tr>
<td><strong>College CIOs</strong></td>
<td>CIO Executive Committee</td>
<td>7/15</td>
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<tr>
<td><strong>League Board</strong></td>
<td>Meeting</td>
<td>Sept TBD</td>
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<td><strong>College CBOs</strong></td>
<td>Webinar</td>
<td>TBD</td>
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<td><strong>Consultation Council</strong></td>
<td>Meeting</td>
<td>7/24</td>
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<tr>
<td><strong>Regions</strong></td>
<td>Webinars – one in July, one in August</td>
<td>See matrix next slide</td>
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<td><strong>System wide</strong></td>
<td>eAlert</td>
<td>July</td>
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<td><strong>System wide</strong></td>
<td>DWM website resource page</td>
<td>July-October</td>
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<td><strong>McCallum Group’s Colleges</strong></td>
<td>Attend July meeting</td>
<td>7/17</td>
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- **July:** Listening sessions
- **August/Sept:** Communications previewing rollout
- **Sept:** Launch of online application
- **Sept-Nov:** RC certification of rolling applications
- **1/15/15:** Failsafe autoapproval of local shares
- **3/15/15:** Unused local shares revert to regions; unused regional shared revert to local
- **6/30/15:** Fiscal agents must encumber funds
- **6/30/16:** Subcontractee colleges must expend funds
Regional Feedback Sessions

Regional Webinars
• Regional Webinars hosted by Regional Consortia
  http://doingwhatmatters.cccco.edu/WEDDGrants/CTEEnhancementFunds.aspx
  July: Listening Sessions
  August: Communication to Preview Rollout

• Not sure which region you belong to? Visit our Doing What MATTERS for Jobs and the Economy Interactive Map.
Appendix: Roles According to Budget Language

- **Individual colleges and districts** shall be responsible for identifying eligible programs and their faculty, implementing courses and programs to meet regional capacity needs, participating in regional coordination efforts, articulating with K-12 and four year institutions, and submitting outcome data to the Chancellor of the California Community Colleges.

- **The RCs** shall be responsible for certifying labor market demand with input from regional employers and essential workforce and economic development partners, prioritizing investment of funds according to industry sections and occupations, and ensuring regional coordination.

- The district designated as the **fiscal agent** in each region shall be responsible for distributing the funds to each district within its region following certification by the regional consortia that the courses and programs submitted by the districts and colleges for funding meet the criteria listed in this subdivision.

- **The Chancellor of the California Community Colleges** shall be responsible for administering the distribution of funds to the fiscal agents for each region and monitoring progress toward meeting regional and statewide career technical education needs.