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**DATE:** November 2, 2016

**TO:** Regional Consortia Chairs

**FROM:** Matthew Roberts Ed.D., Dean Workforce and Economic Development Division

CC: Van Ton-Quinlivan, Vice Chancellor Workforce and Economic Development Division

**SUBJECT:** "Projects in-Common" Across All Regions – 10% within the Regional Share (Please Distribute as Appropriate)

**WHY SCALE PROJECTS IN COMMON?**

For a number of the Strong Workforce Recommendations, there is economy of scale to do "projects in-common" across all regions. Existing pilots have informed effective practices for addressing these recommendations. According to the Strong Workforce Program flowchart, 10% of Regional share allocation can be deployed for Task Force recommendations with attention to: 1) region-wide outreach to employers on CTE by sector for purposes of internship/job placements; 2) region-wide outreach to students/families on career awareness/CTE options; 3) additional data-related needs; and, 4) professional development to streamline curriculum approval. Given the focus for these funds, we ask that you apply your 10% to scale "projects in-common". The following items 1-5 describe "projects in-common" that have been piloted across the state, and the last page shows a spreadsheet with possible expenditures by region for each of the projects. Since these "projects in-common" have been effectively piloted, they pose an increased chance for success, and reduced risk.

**PROJECTS IN-COMMON**

**Project 1: Curriculum Streamlining:** Strong Workforce Program Recommendation #8 calls for the evaluation, revision and resourcing of the local, regional, and statewide CTE curriculum approval process to ensure *timely, responsive, and streamlined curriculum approval*. There are many efforts under way across the state to achieve this recommendation. As a result of the recent North-Far-North Curriculum Streamlining Project, a model was tested bringing the local and regional process down from 6.2 months to 3.2 months. Project 1 is intended to adopt and implement a streamlined curriculum approval process.

**Project 2A Outreach to Parents and Students & Project 2B Outreach to Employers - CTE Rebranding:** The CCCCO will invest \$3M, if the regions can match \$3M toward a CTE Rebranding effort. The region's match would go toward customizing the outreach: 1) specific to the region's sectors and employer partners/voices; and, 2) specific to the ground-game needed in each region to get in front of underserved students/families so they better understand their higher education options. The CCCCO has retained the services of renowned Public Relations firm Ogilvy to do an environmental scan and set a path forward on how the \$3M of state funds will be deployed. The Bay Region's "marketing committee" has also been enlisted to give regional input into the design of resulting RFA for a vendor.

Once a vendor is awarded the work, CTE Regional Consortia can contract directly with the vendor for the “customization package”. It is important to keep consistency in the look and feel for how this outreach campaign is deployed or we undermine its effective and continue confuse employers/students; hence the state is making this pledge the \$3M to match the investment of the regions in order to grow enrollment. A live transcript of the CTE rebranding presentation can be found at: <http://bit.ly/2fF26Wk>

**Project 3: Employability/Soft Skills:** The New World of Work is a 21st Century Skills Program that emphasizes curricular and employability skills that is quickly raising the workforce preparation of students in our system. 13 community colleges have piloted the New World of Work with positive outcomes and results. The New World of Work is currently funded by the California Community College Chancellor's Office Doing What Matters initiative and collaborates with employers, workforce development boards, educators, and research organizations across the country to build 21st Century Employability Skills. A series of webinars is being offered to K-12, Chief Student Services Officers, CTE Deans, counselors, instructional faculty, and student services professionals throughout our system to raise awareness levels of a suite of tools that will benefit student completion efforts. More information and to register for webinars on the New World of Work for 21<sup>st</sup> Century Skills: <http://bit.ly/2fw5MdP>

**Project 4: Early Career Exploration:** The Get Focused/Stay Focused curriculum has been effectively tested in high schools by several community colleges in all 7 regions in the state for use with over 80,000 secondary level students. Who am I? What do I want? How do I get it? – These are three questions that are keys to student success, and three questions that should be answered before selecting a guided pathway. Career Choices and Changes, and My10yearPlan help students answer these questions while facilitating a planning process that:

- Matches pathway selection to future student goals
- Results in informed decision making regarding a course of study
- Development of a skills-based education plan
- Leads to a 10-year Plan focused on successful completion and workforce entry

Whether as a part of the First-Year Experience or implemented preemptively in collaboration with your secondary school partners, the 10-year Plan will relieve overtaxed advising services while supporting greater student success. This is a 3 unit curriculum that will ensure students become college completers and help reduce attrition and increase completers. A direct link to learn more about the college/high school collaboration program model - Get Focused...Stay Focused <http://www.getfocusedstayfocused.org>.

**Project 5: Scale Regional STEM/STEAM Teacher Pipeline:** To remedy the statewide teacher shortage and to bring more diversity into the STEM/STEAM teaching pipeline, every region needs to produce a fair share of this workforce need. The STEM/STEAM Teacher Preparation Pipeline has sought to align career and technical education curriculum and student support services as a way to establish pipelines for students interested in teaching in today’s STEM/STEAM fields. During the 2014-2015 year, the TPP campuses came together and created a state-wide collaborative. This collaborative focuses on the continuing development of a model of quality teacher preparation that includes career exploration, contextualized learning opportunities, teacher recruitment and retention, and the development of a quality teacher preparation model of collaboration that is currently shared regionally, statewide and beyond.

## BUDGET

The following chart shows model budget expenditures by region for 10% of the Regional Share:

Maro Region	Amount Available to Scale "Projects in Common"	Project 1: Curriculum Streamlining (importing NFN's pilot)	Project 2A: Outreach to Students/Communities on Career Options	Project 2B: Outreach to Employers for CTE Internships/Jobs	Project 3: Employability / Soft Skills (scale New World of	Project 4: Early Career Exploration (scale Get Focused, Stay Focused)	Project 5: Scale Regional STEM Teacher Prep Pipeline		
		Calculation: 15% of 10% of Regional Share (approx \$10k per college)	Calculation: State match of \$3M to region's \$3M. 20% of 10% of the Regional Share		Calculation: \$10K per college	Calculation: remaining balance after spending on projects 1, 2, 3, 5	Calculation: State match of \$1.2M to region's \$1.2M. 15% of 10% of the Regional Share	Number of CCs per region	
A	Sacramento & Far North	\$697,085	\$104,563	\$139,417	\$139,417	\$150,000	\$59,125	\$104,563	15
B	Bay Area	\$1,667,590	\$250,139	\$333,518	\$333,518	\$280,000	\$220,277	\$250,139	28
C	Central Valley	\$777,938	\$116,691	\$155,588	\$155,588	\$130,000	\$103,381	\$116,691	14
D	South Central	\$422,755	\$63,413	\$84,551	\$84,551	\$80,000	\$46,826	\$63,413	8
E	San Diego & Imperial	\$660,417	\$99,063	\$132,083	\$132,083	\$90,000	\$108,125	\$99,063	9
F	Inland Empire & Desert	\$770,356	\$115,553	\$154,071	\$154,071	\$120,000	\$111,107	\$115,553	12
G1	Los Angeles	\$1,863,115	\$279,467	\$372,623	\$372,623	\$180,000	\$378,934	\$279,467	18
G2	Orange County	\$740,745	\$111,112	\$148,149	\$148,149	\$90,000	\$132,224	\$111,112	9
	<b>TOTAL</b>	<b>\$7,600,000</b>	<b>\$1,140,000</b>	<b>\$1,520,000</b>	<b>\$1,520,000</b>	<b>\$1,120,000</b>	<b>\$1,160,000</b>	<b>\$1,140,000</b>	113
			113	113	113	113	113	113	
	<b>Per College Investment</b>		<b>\$10,088</b>	<b>\$13,451</b>	<b>\$13,451</b>	<b>\$10,000</b>	<b>\$10,265</b>	<b>\$10,088</b>	
	Cost per student for Get Focused Stay Focused intervention						\$ 100		
	<b>Number of new high school students served</b>						<b>11,600</b>		

\* If projects funded by 10% of the Regional Share become duplicative, then please move those funds to Project 4: Get Focused/Stay Focused as a default.