

**CALIFORNIA COMMUNITY COLLEGES  
CHANCELLOR'S OFFICE  
Workforce and Economic  
Development Division**

**PART ONE OF A TWO-PART  
REQUEST FOR APPLICATIONS (RFA)  
RFA# 17-305-XXX**

**SOLICITATION OF INTEREST**

**for**

**Centers of Excellence Director  
San Diego/Imperial Region**



**PART ONE: SOLICITATION OF INTEREST**

The purpose is to determine which districts are interested in participating in a competitive application process for a grant award of approximately \$200,000 per year to serve as the fiscal agent to host the Centers of Excellence Director in the San Diego/Imperial region. The final grant award dollar amount will be approved by the Board of Governors at a later date. Letters of Interest are due by 5:00 p.m., Friday June 30, 2017. If the Chancellor's Office does not receive more than one qualified applicant under Part One of this Request for Applications (RFA), it reserves the right to award the grant to the single qualified applicant. Applicants must demonstrate experience sufficient to manage grants or contracts with a State of California agency.

## **PART TWO: ACTUAL RFA PROCESS**

The Chancellor's Office will conduct a standard competitive process for the award of the above-noted grant. The participants in this process will be limited to the community college districts that respond in the requested manner to Part One.

### **Project Duration**

The 2017-18 Technical Assistance Provider CoE for the San Diego region will be funded through the SB 1402 EWD Program. The performance period for the 2017-2018 applications is from July 18, 2017, through June 30, 2018. All performance under this allocation shall be completed by June 30, 2018.

The grant may be renewed for a second year contingent on successful completion of required outcomes and availability of funding.

The grant recipient will be required to complete quarterly progress reports each year and an annual final report in a format specified by the Chancellor's Office. Additional reports and data must be provided, when requested by the Chancellor, for monitoring and planning purposes. Unless otherwise directed by the Board of Governors, the grant will be competitively bid among the districts during the final year of this multiple-year award. It is expected that subsequent grant awards will be for up to five years.

### **Purposes/Uses of the Funds**

The Chancellor's Office of the California Community Colleges is requesting applications from community college districts to fund (1) Centers of Excellence (CoE) vacancy for the San Diego region. CoEs provide expertise in labor market data and information as well as decision-support. All CoEs work together as a network to provide technical assistance to colleges, regional consortia, industry sector navigator other economic and workforce development partners, and the Chancellor's Office. It is the intent of the CCCCO Division for Workforce and Economic Development, wherever possible, to target funds against three thematic areas in support of this framework: regions, sectors, and technical assistance.

### **Background and Need**

*Framework: Doing What MATTERS for Jobs and the Economy & Strong Workforce Task Force*

The goals of the Doing What MATTERS for Jobs and the Economy (DWM) framework are as follows: to supply in-demand skills for employers, create relevant career pathways and stackable credentials, promote student success, and get Californians into open jobs. Key activities under this framework include: a focus on regional priority/emergent sectors and industry clusters (to be referred to simply as "sectors"; take effective practices to scale;

integrate and leverage programming between funding streams; promote common metrics for student success; remove structure barriers to execution.

It is the intent of the Division of Workforce & Economic Development, wherever possible, to target the investment of incentive funds against three thematic areas in support of the Doing What MATTERS for Jobs and Economy framework: regions, sectors, and technical assistance. Rather than approaching each funding stream in a silo, which has been the historical practice, the Doing What MATTERS for Jobs and Economy framework proposes that these funds be leveraged to target incentive investments at priority and emergent sectors of importance to California's economic regions, and to provide technical assistance to the field in these areas. On its own, no one funding stream is sufficient. In combination, the system can better support and enable the field to act on Doing What MATTERS for Jobs and the Economy. The Doing What MATTERS for Jobs and the Economy framework has begun incorporating the Strong Workforce Recommendations adopted by the Board of Governors.

## **Closing the Workforce Talent Gap**

### *Workforce data customized for community colleges*

The California Community Colleges Economic and Workforce Development (EWD) program is the statewide network for the delivery of education and training services to businesses, workers, and jobseekers in key growth industries and new technologies.

One of EWD's ten regionally based sectoral initiatives, the Centers of Excellence support the community colleges by providing customized data on high growth, emerging, and economically-critical industries and occupations and their related workforce needs. These seven Centers, located strategically to study the regional economies of California, produce industry-validated environmental scan reports designed to enable community colleges to remain relevant and responsive in their offerings.

#### The Centers of Excellence

*Inform* – through real-time regional and local labor market research and data validated by industry partners

*Connect* – business and industry with community colleges, and workforce and economic development professionals who are committed to developing an outstanding workforce

*Advance* – the economic and workforce development mission of California's community colleges in partnering with employers and preparing the workforce to succeed in the future

In November 2015, the Board of Governors adopted the 25 Strong Workforce recommendations from the Task Force on Workforce, Job Creation and a Strong Economy. Specific to this RFA are the following Strong Workforce recommendations:

## **Workforce Recommendations on Data and Outcomes**

Colleges need robust metrics and outcome data in order to continuously improve pathways within career technical education, identify which programs employers' value, and align their

program and course offerings to local and regional labor market needs. The Strong Workforce Task Force recommends building on current community college initiatives measuring student progress to align common metrics among all workforce programs; to increase the ability of governmental entities to share employment, licensing, certification, and wage outcome information; and to improve the quality and accessibility of student outcome and labor market data.

#### Task Force Recommendations:

1. Create common workforce metrics for all state-funded CTE programs and expand the definition of student success to better reflect the wide array of CTE outcomes of community college students.
2. Establish a student identifier for high school students and those enrolled in postsecondary education and training programs to enable California to track workforce progress and outcomes for students across institutions and programs.
3. Improve the quality, accessibility and utility of student outcome and labor market data to support students, educators, colleges, regions, employers, local workforce investment boards, and the state in CTE program development and improvement efforts.

Grant applicants will be required to demonstrate that they have an effective plan to design and implement a comprehensive program to efficiently provide alternate media production to the California Community Colleges, on a statewide basis.

## Objectives

The following objectives apply to the **CoE Project Director** position:  
Describe how you will address the following objectives of this grant:

- In collaboration with the network of CoEs and the network's lead representative, CCCCO, Statewide Sector Navigators and Deputy Sector Navigators, Regional Consortia Chairs, community colleges, Employment Development Department's Labor Market Information Division, the California Workforce Investment Board and local WIBs, employers, and other workforce and labor market entities, identify regional and sectoral labor market demand signals, community college training capacity information, and the gap thereof.
- Engage in local, regional, and/or statewide workforce discussions on the action planning to close the gap.
- Provide technical expertise in the review of labor market information to support applications for new programs or grants, and data tools.
- Provide consultation and technical assistance to community colleges or districts on the use of labor market tools and vendors.

- Conduct studies on priority and emergent sectors for the state and/or the seven macro- and sixteen micro-regions
- Continuously maintain accurate procedures on the storage and usage of the data sources and collaterals of value to community colleges, districts and CCCCO. Also, maintain a directory of the network of partners developed as a result of this grant.

## **Activities**

The Director will oversee and provide strategic direction to the implementation of the Center of Excellence (COE) activities for the San Diego region. The responsibilities of the position include: development and implementation of the work plan objectives; management of workforce research studies, conducting comprehensive gap analysis studies on emerging and priority sectors in the region, technical assistance to the regional consortia of community colleges; industry partnership development; monitoring and managing grant budgets; new business development; contract management; oversight for grant compliance; and generation of reports and grant proposals.

## **Funding**

Funding would begin on or after BOG approval on July 18, 2017.

**Certification of Intent to Participate**

**in a Competitive Application Process for the**

**for the California Community Colleges Centers of Excellence Director for  
the San Diego/Imperial Region**

I hereby certify that the \_\_\_\_\_ Community College District, in support of \_\_\_\_\_ College as the proposed project administrator, intends to be an applicant in the competitive application process (i.e., Request for Application, "RFA") to select a fiscal agent to host the California Community Colleges Centers of Excellence Director for the San Diego/Imperial region. Grantee district's responsibilities begin upon the awarding of the grant and have an expected project duration of 1 year (renewable annually).

Information relevant to project host responsibilities is detailed on the preceding pages.

I understand that the RFA will be limited to the districts/colleges that certify this form with the required signatures and return it to the Chancellor's Office in a timely manner. I also understand that if only one qualified district/college submits this certification, that entity may be awarded the grant without any further competitive process.

The following District and College staff members must sign this form:

\_\_\_\_\_  
District/College Chief Executive Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
District/College Chief Business Officer

\_\_\_\_\_  
Date

District Contact:

**Return this form to:**

\_\_\_\_\_  
Name

CCC Chancellor's Office

\_\_\_\_\_  
Title

Attn: Nita Patel

\_\_\_\_\_  
E-mail address

Ref: Centers of Excellence Director SD

\_\_\_\_\_  
Phone Number

1102 "Q" Street

Sacramento, CA 95811

PH 916.327.6226

**This form must be received by the CCC Chancellor's Office no later than 5:00pm  
Friday, June 30, 2017**