WED Board Update

Wednesday, October 2, 2013
Executive Summary

1 What is Workforce & Economic Development (WED)?
   - WED focuses on making a direct connection to employers for CCC programs and students
   - Provides oversight, strategic leadership and support for implementation of College to Careers across CCC

2 Programs
   - Focus on offering students relevant occupational programs based on data-driven strategy, partner input, and ongoing review for relevance
   - In FY 2013, CCC exceeded its enrollment target goal (from five-year strategic plan) by 5% for the six College to Careers clusters

3 Partnerships
   - Building strong partnerships with employers, four-year institutions, non-profits and services providers is critical to strength of C2C programs and student opportunities

4 Career Planning and Placement
   - Students are actively engaged in career planning services in FY 2014 through visits to career centers, events, Career Network, placements

5 Workforce Academy
   - Partners with local companies to provide customized and incumbent worker training to increase relevant skills for currently employed and unemployed Chicagoans
Workforce Analysis (supports College to Careers Deans)

- Labor market data analysis informs C2C strategy for C2C programs
- Monitors and evaluates enrollment and completion trends of C2C programs

Workforce Partnerships (supports College Directors of Workforce Partnerships)

- Develops and manages strategic partnerships with local and regional employers
- Supports college engagement of partners in curriculum, on campus, workplace learning and hiring

Career Planning and Placement Services (supports College Directors of Career Planning & Placement)

- Coordinates consistent, student-focused, industry-responsive career planning and placement services
- Works with employers to identify internship/employment opportunities and prepare students

Customized/Incumbent Working Training (CCC’s Workforce Academy)

- District Office-based enterprise is a full-service economic development resource to local employers
- Provides customized and incumbent worker training services on a fee-for-service, contract basis
- Includes three divisions: business development, training operations and business operations
Focus on offering students relevant occupational programs based on data-driven strategy, partner input, and ongoing review for relevance

Strategy and implementation support focused on ensuring CCC students choose from structured, relevant programs

- Data-driven pathways strategy development
  - Ensure CCC strategy for each focus area target occupations with openings, wages, fit to pathway

- Support implementation of relevant pathways
  - Collaborate with college C2C and Reinvention7 teams and Academic Affairs
  - Ensure timely development, review, approval and launch of labor market relevant programs

- Support continuous refinement of C2C program offerings
  - Monitor labor market data and update C2C teams on trends
  - Develop consistent framework for CCC advisory councils to collect ongoing input

- Ensuring colleges have direct access to real-time C2C enrollment data
  - OpenBook CCC’s new business intelligence tool

*Other Clusters: Architecture & Construction; Arts, A/V Technology & Communications; Education & Training; Human Services; Law, Public Safety

**Exceeded FY13 goal by 5%, or 460 students**

- Healthcare: 3,507
- Transportation, Distribution & Logistics: 3,453
- Culinary & Hospitality: 1,393
- Business, Entrepreneurship & Professional Svc: 489
- Information Technology: 419
- Advanced Manufacturing: 257

**C2C Six Cluster Total**: 9,518

**All Other Clusters**: 3,019

**Grand Total**: 12,537

*Other Clusters: Architecture & Construction; Arts, A/V Technology & Communications; Education & Training; Human Services; Law, Public Safety

DRAFT - for discussion purposes

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Building strong partnerships is critical to the strength of C2C programs and student opportunities.

College to Careers matches supply and demand... by working closely with partners (100+ across six industries).

Employer partners work across industries to:
- Ensure curriculum focuses on necessary skills and competencies
- Interact with students on campus
- Expose students to opportunities through workplace learning
- Commit to interview students

Four year institutions
- Ensure curriculum serves transfer as well as the labor market

Non-profit and service providers
- Connect students to beneficial services
CCC is placing students into career-building jobs and building its partner pipeline to grow future placements

*Healthcare accounts for over half the job placement for C2C programs in FY13*

701 jobs placed

- Healthcare: 379
- Hospitality/Culinary: 98
- TDL: 85
- IT: 65
- Manufacturing: 50
- Business: 24

*With an average 20 partners per C2C industry, we are well-positioned to increase placements in FY14*

- CVSCaremark hired 38 students from CCC’s pharmacy technology programs
- Program directors and campus faculty will cultivate this regular communication

- UPS supports City College students with their Earn and Learn program to provide students with part-time employment while attending classes.
- In FY ’13, UPS hired 49 students from OH and DA and are expanding in FY ’14.
Students are actively engaged in career planning services in FY 2014 through visits to career centers, events, Career Network, placements

**Over 3,000 in-person Career Center visits in FY14**
- Career counseling, job search, resume assistance, events

**181 student placements in FY14**

**4,000 students using CareerNetwork since Apr. ‘13**
- 388 employers registered
- 300+ positions posted, including 165 open positions

**Over 50 career events planned for Fall 2013**
- Events include career services workshops, open houses, job fairs, employer recruiting, such as:
  - **9/4-9/5 Business Open House (HW)**
    - 170 students attended
    - C2C partners Aon and Gap Inc. presented
  - **9/11 Wal-Mart (Pullman) Grand Opening**
    - Hired 15 OH students
  - **9/12 TDL Expo (OH)**
    - 250+ individuals attended, 40 companies exhibited
  - **9/13 District Wide Mariano’s Hiring Event (HW)**
    - 56 students interviewed, 23 students hired
  - **17 Oct HW Fall Job Fair**
  - **24 Oct WR Fall Job Fair**

**Over 3,000 in-person Career Center visits in FY14**

**181 student placements in FY14**

- Culinary: 5 at Mariano’s, 2 at The Signature Room at 95th
- Business: 4 AON & 2 City of Chicago Finance Dept. paid internships
- Health: C2C partner Advocate Trinity Hospital hired 3 AAS Respiratory Care May ’13 graduates
- TDL: C2C partner US Express hired 4 & Schneider hired 3 CDL drivers

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The Workforce Academy partners with local employers to provide customized and incumbent worker training

**CCC as Economic Engine for Chicago**

- Fulfills the “Short-Order Cook” role: responsive, demand-driven
- Providing high quality, affordable training to local companies and non-profits across the occupational industry sectors
- Trained nearly 500 local Chicago employees, with 7-9 companies in both FY’12 and FY’13
  - Positioned to double for both employees and companies served in FY’14

**C2C Partnership Development & Support**

- Enables CCC to become a full service provider to C2C partners needing customized and incumbent worker training
  - Also able to train-for-hire C2C partners’ prospective employees
- Can develop special incentives/discounts to solidify goodwill and build mutually beneficial relationships with C2C partners

**C2C Program & Curriculum Development**

- As “ears on the ground” receives real time information from employers on their workforce needs:
  - New desired but unavailable labor market skills/tools that might inform C2C curriculum development
  - New jobs/careers within industries that might inform C2C program development (and phase-out)