

**32061**

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COMMUNITY COLLEGE DISTRICT NO. 508  
OCTOBER 2, 2013**



## **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

# 1 Workforce & Economic Development (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*

## **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

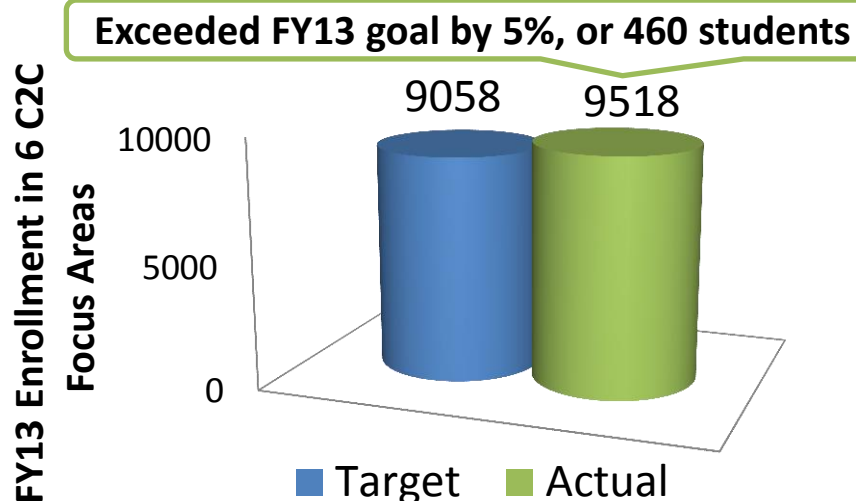
## **Customized/Incumbent Working Training** (CCC's Workforce Academy)

- 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

## 2 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



Cluster	Total FY 13 Enrollment
Healthcare	3,507
Transportation, Distribution & Logistics	3,453
Culinary & Hospitality	1,393
Business, Entrepreneurship & Professional Svcs	489
Information Technology	419
Advanced Manufacturing	257
<b>C2C Six Cluster Total</b>	<b>9,518</b>
All Other Clusters	3,019
<b>Grand Total</b>	<b>12,537</b>

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

### 3 Building strong partnerships is critical to 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

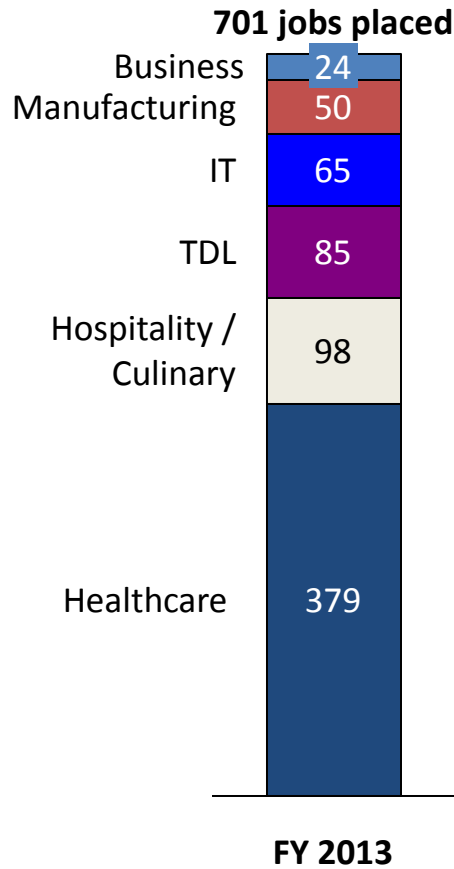
#### Non-profit and service providers

- Connect students to beneficial services



## 4 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*



*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.

## 4 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

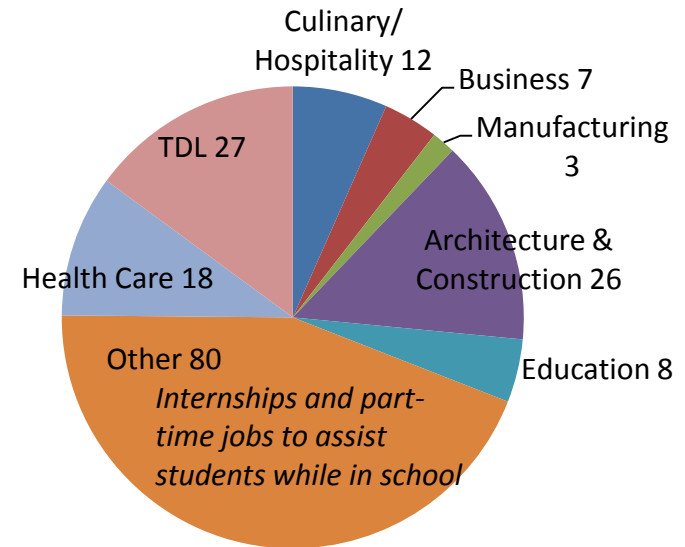
4,000 students using CareerNetwork since Apr. '13

- 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**

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

## 5 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
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### 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
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### 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)