College to Careers Update

Presentation to the City Colleges of Chicago Board of Trustees – January 8, 2015
Over the past year, focus on...

- **Career-relevant academic programs** and industry exposure opportunities for students
- **Students served** in and out of classroom
- **Tracking and use of data** to monitor progress, improve operational efficiency and student success

...across the four key C2C strategic domains

1. **C2C Programs and Enrollment**
   - New Truman focus announced
   - New programs and pathways
   - Exceeded FY14 C2C enrollment target by 45%

2. **Employer Engagement**
   - 200 employers engaged in curriculum review, work-based learning, student/alumni employment
   - Career Network implemented as employer CRM

3. **Career Planning and Placement**
   - 10,000 students served in career centers in FY14; 5,000 so far in FY15
   - New career services website
   - Career Centers tracking services in GradesFirst

4. **Customized/Incumbent Worker Training (Workforce Academy)**
   - Nutshell CRM for tracking sales pipeline
C2C programs and enrollment: launched new relevant focus areas, program, pathways; operations supported with better program data

- New programs approved in 2014 include:
  - TDL: Diesel Tech BC AC AAS, Class C Driver BC
  - IT: Web Development AAS, Networking Tech BC AC AAS
  - Healthcare: Physical Therapy Assistant AAS
  - Hospitality & Culinary Arts: Hospitality Management AC AAS

- Education, Human and Natural Sciences announced as Truman College C2C focus
  - New K-12 transfer/aide pathways available to students Fall 2014

- Increased access to program data:
  - OpenBook: enrollment by focus area
  - Labor market projections: updated on student-facing CareerFinder and twice yearly to college C2C teams

Exceeded goal by 45% across 6* C2C Focus Areas

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<th>Focus Area</th>
<th>FY13 Target</th>
<th>FY14 Actual</th>
<th>FY14 Actual vs FY13 Target</th>
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<td>Human Sciences</td>
<td>9,058</td>
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FY14 focus areas across all 7 colleges: Human Sciences, Healthcare

*Education, Human and Natural Sciences not included in FY14 C2C enrollment

Source: Preliminary FY14 C2C Enrollment, CCC Decision Support 12/2/14
Employer engagement: 200 employers engaged in curriculum review, work-based learning, student/alumni employment this year

- Career Network now enables employer engagement goal-setting and tracking
- Industry Advisory Councils formed or in formation across all focus areas
- Employers engaged across student lifecycle including:
  - UPS invited CCC to promote TDL programs to 700+ employees
  - Banking partners engaged in curriculum development
  - 30+ WCHI students participated in Taste of Chicago Chef du Jour
  - MXC first health care job fair hires include Advocate Health Care and Oak St Health Clinics
  - JMC Steel hired 4 Manuf. students
  - IT speaker series for intro courses
  - Job fairs at 6 of 7 colleges in 2014

Focus on 3 key areas for 2015:

1. Support and training for district-wide adoption of Career Network as employer engagement CRM

2. Leverage new employer engagement data to identify gaps and strategies to ensure:
   - Active advisory councils
   - Work-based learning strategy to ensure student exposure and development on and off campus
   - Strategic job development to ensure availability of employment opportunities
   - Employer partners leveraged across focus areas/industries/colleges

3. Improve web presence to facilitate employer engagement

Top employers of CCC students so far this year: Chicago Carriage, CVS, Peoples Gas, UPS, Kay Manufacturing
Career Planning and Placement: student reach increases with 10,000 students served in FY14 and 2,800 placed since C2C launch

Focus on 3 key areas for 2015:

1. **Improving data systems**, including launch of:
   - consolidated Focus-2 in the student portal
   - student work experience reporting integrated with Campus Solutions for students (new) and faculty/staff

2. **Using data to improve service to students**:
   - Leveraging enrollment and completion data to target students when they need it

3. **Ensuring informed career decision making across the student lifecycle**:
   - focus on student lifecycle: Recruitment, Admissions, College Success, Advising
   - effective trainings for student-facing staff
   - increase availability of student and staff-facing career decision making tools
   - improve communication

- **Focus-2 integrated into College Success Seminar instructor training** - Focus-2 is CCC’s primary student career interest and self assessment tool
- **New career services website launched** to increase student on-line access to career planning and placement resources
- **Career Center visits now tracked in GradesFirst**, creating a student centered view across student services
- **Career Centers see continued increase in students served**, 5,000+ unduplicated served so far in FY15
- **Over 2,800 placements since C2C launch**
- Electronic reporting tool launched to enable timely, accurate reporting
Career Planning and Placement student reach increases with 10,000 students served in FY14 and 2,800 placed since C2C launch

19,325 Career Center student touches in FY14 – representing 10,000 unduplicated students served

Over 2,800 student placements recorded since C2C launch

Appointments include:
- Resume/cover letter assistance
- Job search assistance
- Career counseling

Source: Career Services visits per CCC Career Services Electronic Intake Form & Grades First; Student employment per CCC Electronic Employment Form (FY15 YTD through 12/22/14)
Workforce Academy: workforce training to help companies across Chicago become more competitive, efficient and innovative

The Workforce Academy offers:

- customized, affordable, high-quality training to businesses, NGOs and non-profits across a variety of industries
- instructors who are experts in their subject matter
- on-site instruction at client locations or at any CCC location across Chicago
- access to training grants from city, state and federal workforce development agencies to help companies subsidize the cost of training

Goals of the Workforce Academy

- Form a key arm of CCC as the economic engine of Chicago by training and equipping employees to make companies more efficient, competitive and innovative
- Serve as a resource to collect employer needs for CCC
- Achieve financial sustainability

Recent accomplishments

- Hired new Executive Director
- Implemented Nutshell CRM to track client outreach and use as sales pipeline to identify benchmarks
- 253 participants across 7 training programs FY15 YTD incl.: CPS, St. Anthony Hospital, Jernberg Industries, Menasha Packaging

Focus on 3 key areas for 2015

1. Develop and implement strong business development strategy
   - Focus on former top clients as well as small- to medium-sized businesses
   - Improve marketing, PR and networking

2. Build strong bench of instructors

3. Improve departmental infrastructure