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JANUARY 8, 2015**



REINVENTION

College to Careers Update

Presentation to the City Colleges of Chicago Board of Trustees – January 8, 2015



CITY COLLEGES
of **CHICAGO**
Workforce & Economic
Development
Education that Works

College to Careers Update – January 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

1 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

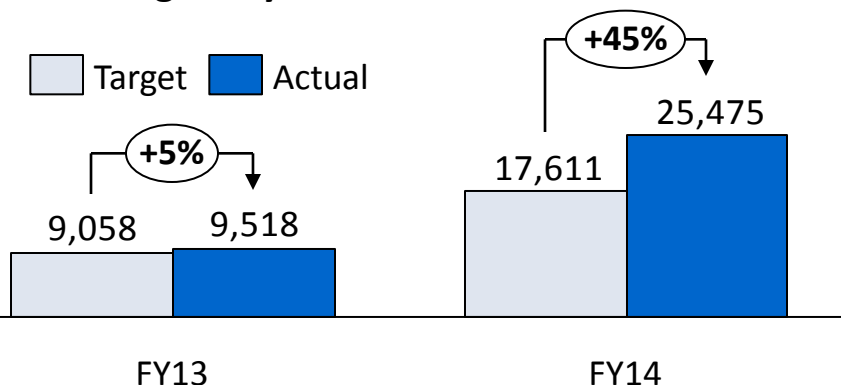
✓ **Education, Human and Natural Sciences announced as Truman College C2C focus**

- ✓ New K-12 transfer/aide pathways available to students Fall 2014

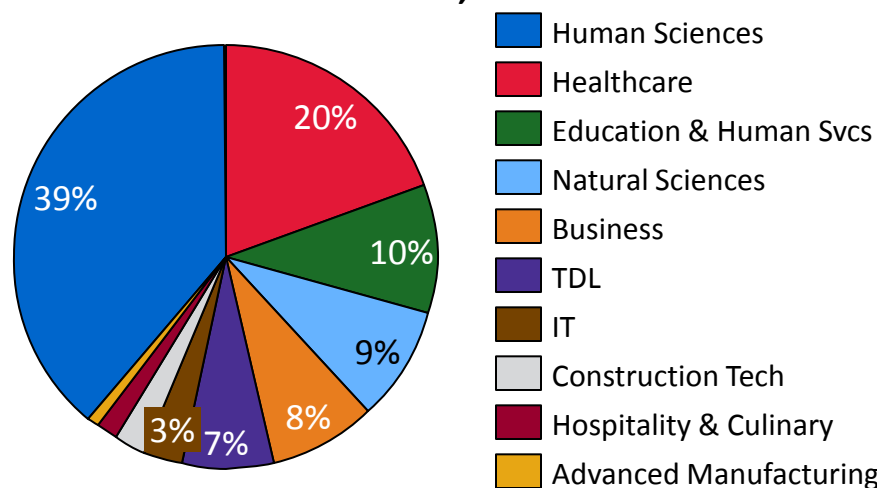
✓ **Increased access to program data:**

- ✓ 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



FY14 focus areas across all 7 colleges: Human Sciences, Healthcare



Source: Preliminary FY14 C2C Enrollment, CCC Decision Support 12/2/14

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

2 **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

3 **Career Planning and Placement:** student reach increases with 10,000 students served in FY14 and 2,800 placed since C2C launch

- ✓ **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

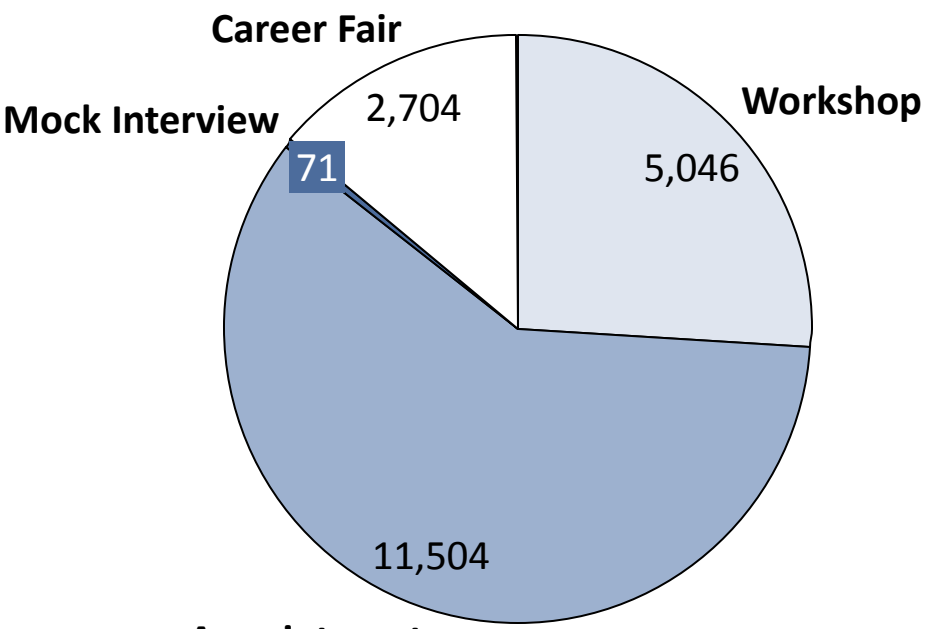
Focus on 3 key areas for 2015:

- 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

3 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

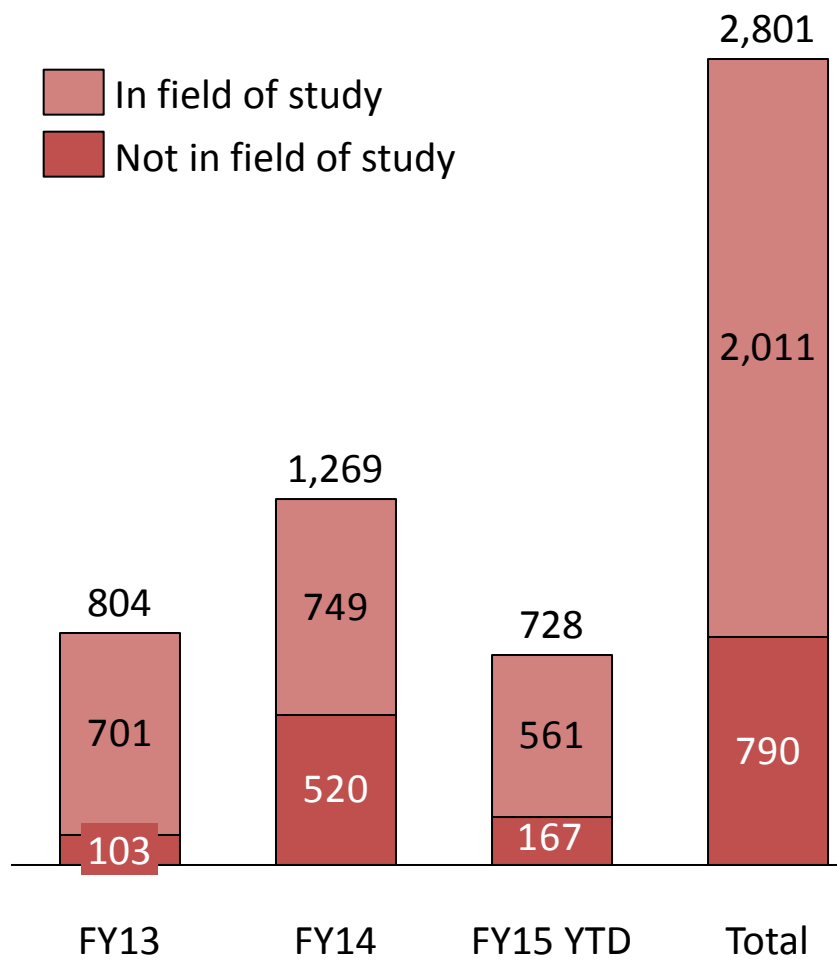
Over 2,800 student placements recorded since C2C launch



Appointment

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**