



South Central Coast Regional Consortium



STRONG WORKFORCE PROGRAM (SWP) 3-YEAR PLAN - UPDATE

Colleges/Districts:

- Allan Hancock CCD
- Antelope Valley CCD
- College of the Canyons CCD)
- Cuesta College CCD
- Santa Barbara City College CCD
- Ventura CCD
 - o Moorpark College
 - o Oxnard College
 - o Ventura College

January 2018



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INTRODUCTION

The following information is an update to the South Central Coast Regional Consortium (SCCRC) SWP Regional 3-Year Plan submitted on January 31, 2017. Only changes or revisions to the original plan are documented in this update.

BACKGROUND

In addition to the SWP legislation and the SCCRC Regional 3-Year Strategic Plan FINAL Oct 2016 that were the basis of the SCCRC SWP Regional 3-Year Plan submitted January 2017, the planning for 17-18 and beyond will consider the positive incentive funding and the new statewide [Vision for Success](#) .

The [Vision for Success](#) adopted by the Board of Governor this past year outlines six ambitious goals to meet California’s needs and calls for the California Community College system to achieve these outcomes by 2022.

While all six goals focus on greater student attainment, the bolded goals stand out in their direct relationship to the use of Strong Workforce Program dollars:

- **Increase by at least 20 percent the number of CCC students annually who earn degrees, credentials, certificates or specific skill sets to prepare them for an in-demand job;**
- Increase by 35 percent the number of CCC students transferring annual to a UC or CSU;
- Decrease the average number of units accumulated by CCC students earning associates degrees, from approximately 87 total units (the most recent system-wide average) to 79 total units – the average among the quintile of colleges showing the strongest performance on this measure;
- **Increase the percentage of CTE students who report being employed in their field of study from 60 to 69 percent – the average among the quintile of colleges showing the strongest performance on this measure;**
- **Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups, with the goal of cutting achievement gaps by 40% within 5 years and fully closing those achievement gaps within 10 years.**
- **Reduce regional achievement gaps across all of the above measures through faster improvements among colleges located in regions with the lowest educational attainment of adults, with the ultimate goal of fully closing regional achievement gaps within 10 years.**

The goal is to braid the positive incentive funds to deliver ‘more and better CTE’ that propel towards the Vision for Success and Strong Workforce Program outcomes on the SWP outcomes tab of the [Launchboard](#). As we continue to track our outcomes to inform and formulate our regional investments, we will continue to ensure our colleges/districts to keep in mind that “the percentage of a community college district’s total full-time equivalent students enrolled in career technical education courses relative to the total full-time equivalent students enrolled in the district shall not be reduced from the percentage computed for the 2015–16 fiscal year” [88825 (i)]. Additionally, we will ensure that Regional consortium positive incentive funding and all regional investments stay in keeping with the legislation and intended to fund regionally prioritized projects and programs that meet the needs of local and regional economies, as identified in regional plans and Workforce Innovation and Opportunity Act (Public Law 113-128) regional plans [88824 (c)(2)].



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WHO WAS ENGAGED AND HOW

While we continue to use the data and information gathered during our stakeholder meetings in preparing our SWP regional plan and 16-17 regional investments, our focus this past year has been on strengthening relationships, communications and data use within the region. This has provided better alignment and collaboration between regional key talent, faculty through our CTE Liaisons, and the colleges/districts in the region,. In addition, there has been increased engagement with the SCCRC SWP Voting Group, and the SCCRC SWP Steering committee in proposal development, evaluation, and decision-making.

DATA ANALYSIS FOR THE REGION

With the focus on SWP metrics, the Launchboard SWP outcome tab, positive incentive funding, and now a Center of Excellence Director serving just our region, our data-based decision making will only continue to evolve and improve.

Regional labor market data was updated by the region's Center of Excellence. Organized by Priority. Emerging and stakeholder identified Sector and occupational clusters, the data focused on employment demand for occupations relevant to community college-level education and training programs.

In 2016, there were nearly 960,000 jobs in the **South Central Coast Region**. In the region, as is typical across the state, the government sector accounts for the majority of employment (17% or 158,668 jobs). Following government, healthcare and social assistance, (111,084 jobs) retail trade (107,319 jobs) and accommodation and food services (91,590 jobs) are the largest industry employers. Combined, these four industry sectors account for nearly half of all jobs in the region – 47% or 469,000 jobs. Over the next five years, the number of news jobs is expected to increase by 52,588, bringing the total number of jobs in the region to over 1 million jobs. Additionally, the region can anticipate approximately 132,000 employment opportunities as a result of replacement jobs. Annually, the labor market is expected to have a need for 37,000 workers across the region and across industries.

Advanced Manufacturing: Computer-numeric-control (CNC) manufacturing dominates the advanced manufacturing sector. A major driver in the region is the aerospace industry. Other strong regional advanced manufacturing subsectors include medical devices and automotive parts. Emerging areas with growing demand for skilled workers include: drone technology, robotics, and composites and fabrication.

Occupational analysis: Several manufacturing related occupations were analyzed in the South Central Region, including machinists, CNC machine tools operators (metal and plastic), industrial engineers, general and operations managers, mechanical engineers, and inspectors, testers, sorters, samplers. As a group, these occupations generated 1,824 annual openings.

There are seven colleges in the South Central Coast region offering programs related to advanced manufacturing. Over the past three years, on average, these colleges have conferred 271 awards annually. **Agriculture, Water, and Environmental Technologies:** The agriculture, water, and environmental technologies sector is critical to the South Central Coast, generating billions of dollars each year in revenue. In recent years, the agriculture, water, and environmental technologies sector has undergone a significant labor market shift due to an exacerbated shortage in agricultural workers. This has resulted in the adoption of new technologies and increasingly mechanized processes on local farms. This labor market shift represents a convergence across advanced manufacturing, agricultural production and environmental technologies. Demand for occupations related to the fabrication and repair of mechanized equipment is expected to rise. Increased mechanization also may be the result of minimum wage increases



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and new labor regulations affecting overtime earned by field workers. Other changes caused by new state requirements and regulations are resulting in an increased need for agricultural supervisors and safety trainers. Regional program development and expansion may be required as the following trends gain even more traction within the South Central Coast economic landscape: mechanized agriculture, pesticide safety, soil science and ammonia refrigeration.

Occupational analysis: For analysis, several occupations were selected for study, including farmers, ranchers and other agricultural managers, first-line supervisors of farming, fishing and forestry managers, heavy and tractor-trailer truck drivers, general and operations managers, veterinarians, and accounts and auditors. As a group, these occupations generated 1,207 annual openings.

There are eight colleges in the South Central Coast region offering programs related to agriculture, water, and environmental technologies. Over the past three years, on average, these colleges have conferred 180 awards annually.

Energy, Construction, and Utilities: The sector covers a wide variety of program areas, and with California's new "zero net energy" goals, energy is expected to be a major driver in the construction industry in coming years. Starting in 2020, construction of all new homes must incorporate a combination of renewable energy and energy efficiency measures, including automated systems for lighting and climate control. These new regulations have implications for carpenters, glazers, electricians and solar installers in the South Central Coast region. Within the industry, automation control specialists are in demand as more smart homes are built. Locally, there is high demand and a shortage of skilled workers to fill positions. In addition, state policy mandates for energy efficiency training are expected to impact the energy, construction, and utilities (ECU) labor market. Demand is expected for workers with in-depth knowledge of how to integrate renewable energy into buildings, as well as energy efficiency measures, such as insulation and lighting controls. Environmental control technology and energy auditing are becoming highly valued specializations. Energy auditors and analysts are particularly needed by contractors and professional engineering firms seeking to drive business growth. Another emerging occupation is that of facility manager, an individual tasked with overseeing the systems and activities ensuring the optimal functioning of a building.

Occupational analysis: Many occupations were identified that related to community college instruction for this group of industries – selected for analysis were carpenters, plumbers, pipefitters and steamfitters, electricians, architectural and engineering managers, electrical engineers, and electronics engineers (except computer). Together, they supported 1,595 annual openings.

There are 12 programs offered in the region with California Community Colleges Taxonomy of Programs (TOP) codes related to energy, construction, and utilities. On average, welding technology has conferred the most awards per year, 80, followed by water and wastewater technology, 55. There are seven colleges in the South Central Coast region offering programs related to the energy, construction, and utilities sector. Antelope Valley College has conferred on average the most awards, 91 per year, followed by Ventura College, 73 per year. Over the past three years, these colleges have conferred 280 awards annually.



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Global Trade and Logistics: The global trade and logistics sector plays an important role in the South Central Coast region and in the state. Global trade is the exchange of capital, goods, and services across international borders. Logistics is the management of goods from point A (seller) to point B (buyer). Modes of transporting goods include: land (road and rail), water, and air. Southern California, in particular, provides a wide variety of opportunities for international trade due to major ports, well-connected freeways and road systems, and international airports.

Occupational analysis: Several related occupations were analyzed in the South Central Region, including sales representatives (wholesale and manufacturing, except technical and scientific products), heavy and tractor-trailer truck drivers, customer service representatives, general and operations managers, sales representatives (wholesale and manufacturing, technical and scientific products), and sales managers. As a group, these occupations generated 245 annual openings.

There is one college in the South Central Coast region offering a program related to global trade and logistics, Santa Barbara College. Over the past three years, this college has conferred 12 awards annually on average.

Healthcare: Health care is one of the fastest growing industries in the South Central Coast region with many in-demand jobs that pay competitive wages. Emerging areas with crossover to the health care sector that warrant attention and pose opportunities for students are: Biotechnology; Cybersecurity; Health information technology (HIT). The South Central Coast region is facing a shortage of nurses, certified nursing assistants, and emergency medical services (EMS) workers, such as paramedics and emergency medical technicians (EMTs), in addition to case managers. Within the health and human services field, an area of particular need in region is social services. Employers are seeking workers in the area of health navigation, as well as certified autism technicians and elder care workers. Spanish speaking health care providers are greatly needed.

Occupational analysis: Many occupations were selected for analysis. As a group, more than 6,068 annual openings come from the following occupations: registered nurses; nursing assistants; medical assistants; physical therapists; medical and health service managers; and physicians and surgeons (all other).

Health care programs in the region that conferred the most awards, on average over the last three years, include: registered nursing, 535 awards; licensed vocational nursing, 113; and psychiatric technician, 69. On average, 1,232 awards are conferred annually by community colleges in the region.

Retail, Hospitality and Tourism: The retail, hospitality, and tourism sector plays an important role for businesses in the South Central Coast region. This region sees a massive number of guests due to historical missions, coastal getaways, and a myriad of retail outlets. The South Central Coast region has a population of more than 2.2 million people, and the region is expected to grow by two percent over the next five years. Between a steadily growing population and a forecasted increase in tourism, the South Central Coast region will need to provide a steady workforce to meet the demands of the retail, hospitality, and tourism sector.



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Occupational analysis: A number of occupations were analyzed in the South Central Region. For retail these include: first-line supervisors of retail sales workers; automotive service technicians and mechanics; customer service representatives; general and operations managers; sales managers; sales representatives, wholesale and manufacturing, technical and scientific products. For hospitality and tourism occupations include: first-line supervisors of food preparation and serving workers; food service managers; fitness trainers and aerobics instructors; general and operations managers; coaches and scouts; managers, all others. In total, these occupations generated 1,156 annual openings.

There are 10 programs offered in the region with California Community Colleges Taxonomy of Programs (TOP) codes related to retail, hospitality, and tourism. On average, marketing distribution has conferred the most awards per year, 86, followed by culinary arts, 72. There are eight colleges in the South Central Coast region offering programs related to the retail, hospitality, and tourism sector. Santa Barbara College has conferred on average the most awards, 114 per year, followed by College of the Canyons, 80 per year. Over the past three years, these colleges have conferred 292 awards annually on average.

Information & Communications Technology (ICT)/Digital Media: Nearly every industry and occupation today involves some aspect of ICT/digital media. From advanced manufacturing firms to health care, there are many opportunities in ICT/digital media due to its crossover with other fields. Within the South Central Coast region, ICT/digital media plays an important role in the deployment of technology in agriculture, the aerospace and defense industries, and biomedical industry. Emerging areas include artificial intelligence (AI), big data and data analytics. And more jobs are anticipated in cybersecurity to prevent looming local, state, national and global threats. Cloud computing is another area to watch as companies turn to cloud solutions as an overall strategy to reduce costs. Other opportunities exist in the areas of programming and IT as an aging workforce retires.

Occupational analysis: Core occupations in this sector include computer user support specialists, customer service representatives, sales representatives, software developers, and computer systems analysts. As a group, 1,904 annual openings come from these occupations.

There are eight colleges in the South Central Coast region offering programs related to ICT/digital media. Over the past three years, on average, these colleges have conferred 466 awards annually.

Public Safety: Most jobs in the public safety sector offer competitive wages, comprehensive benefit packages, and many career advancement opportunities. Developing a quality public safety workforce across a full spectrum of occupations is crucial for the health and safety of the state's residents as well a vital component to the South Central Coast's economic health. Because this region has a population of 2.2 million people and an expected growth rate of two percent over the next five years, a steady supply of public safety workers will be required to satisfy the South Central Coast region. Police and sheriff's patrol officers, the most prominent public safety occupation in the region, is forecasted to increase by six percent over the next five years. Firefighters are forecasted to increase by five percent over the next five years in the region.

Occupational analysis: Occupations including police and sheriff's patrol officers, firefighters, correctional officers and jailers, psychologists (clinical, counseling, school), mental health counselors,



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and rehabilitation counselors were included in this analysis. 545 annual openings come from these occupations.

Regional community college programs related to public safety with the highest number of completions are administration of justice, fire technology, human services, and fire academy. On average, the four programs conferred 794 awards. There are eight colleges in the South Central Coast region offering programs related to public safety. Antelope Valley College has conferred on average the most awards, about 187 per year, followed by Allan Hancock College, about 141 per year. Over the past three years, these colleges have conferred 794 awards annually on average.

Small Business and Entrepreneurship: Just as in the national economy, small businesses play an important role in the economy of the South Central Coast. Primary areas of focus for small businesses in the region are agriculture, tourism, and recreation. Small mom- and-pop businesses with three to four employees are predominant in the region. The tourism sector is a major driver behind these small businesses. Meanwhile, the service industry also is fueling growth, in areas such as personal training, massage therapy, and child care. The rise of small businesses in the region has been propelled by the gig economy, as younger workers increasingly take on project-based work as freelancers and independent contractors.

Occupational analysis: There are a wide variety of occupations prevalent in small businesses and for this analysis the focus was on: childcare workers; hairdressers, hairstylists and cosmetologists; farmers, ranchers, and other agricultural managers; managers (all other); management analysts; accountants and auditors. In the South Central Region these occupations are in demand generating 3,422 annual openings.

There are eight community colleges in the South Central Coast region offering programs related to small business. Over the past three years, on average, these colleges have conferred 1,702 awards annually. It also appears that student demand for programs related to small business may be growing.

South Central Coast Industry Employment Data (2016-2021)

Industry	2016 Jobs	2016 - 2021 Change	2016 - 2021 % Change	2016 Total Annual Earnings*
Crop and Animal Production	55,833	2,448	4%	\$38,825
Arts, Entertainment, and Recreation	19,205	1,205	6%	\$35,888
Utilities	3,902	192	5%	\$175,647
Accommodation and Food Services	91,590	8,534	9%	\$24,698



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Government	158,668	5,481	3%	\$91,941
Retail Trade	107,319	5,038	5%	\$38,555
Real Estate and Rental and Leasing	16,338	450	3%	\$54,215
Construction	53,137	1,223	2%	\$56,280
Other Services (except Public Administration)	47,405	1,980	4%	\$27,486
Health Care and Social Assistance	111,084	18,571	17%	\$56,393
Professional, Scientific, and Technical Services	56,489	2,348	4%	\$80,257
Administrative and Support and Waste Management and Remediation Services	54,369	315	1%	\$40,672
Educational Services	22,084	2,093	9%	\$41,684
Information	14,972	1,179	8%	\$87,253

***Earnings Data:** Represents payroll averages for the sector. Payroll wages/earnings are calculated from quarterly aggregate payroll totals divided by the number of employees in a sector, regardless of occupational classification (job title).

***Occupational Analysis:** The top three occupations, those with the most annual openings, middle-skill and above-middle skill, were analyzed. Middle-skill jobs are those that require an education level below a bachelor’s degree. Above-middle-skill occupations are those that require a bachelor’s degree or higher.

***Data Sources:** Economic Modeling Specialists International (EMSI), Center of Excellence Supply and Demand Tables, Center of Excellence TOP- CIP-SOC Crosswalk, Chancellor’s Office MIS System

SUMMARY OF LOCAL SHARE INVESTMENTS BY SECTOR

See the Doing What Matters for Jobs and the Economy website for Regional and Local SWP investment analytics. Go to: http://doingwhatmatters.cccco.edu/StrongWorkforce/2016_17PlansAndAnalytics.aspx

LIST OF STRATEGIC PRIORITIES FOR THE REGION

(Unchanged)



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PRIORITIZED PROJECTS/PROGRAMS WORKPLAN AND SPENDING PLAN BUDGET

See Appendix 1 for the SCCRC SWP 17-18 Regional Share Spending Plan.

OUTCOMES AND METRICS

SWP metrics and the Launchboard SWP Outcomes tab data will drive our work with the support of technical assistance provided by the Chancellors Office.

FUTURE ENGAGEMENT

Our focus in the coming year is to strengthen local and regional engagement and collaboration with K12, AEBG, Workforce Development Boards, economic development entities and industry in sharing data and serving our local and regional economies.

PROCESS FOR ANNUAL UPDATE & NEW PLAN EVERY FOUR YEARS

(Unchanged)



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Appendix 1

SCCRC SWP 17-18 Regional Share Spending plan

Allan Hancock	Antelope Valley	Cuesta	Canyons	VCCCD (3 colleges)	SBCC	
99,010 CTE Liaison and CTE Marketing Support	260,000 Engineering Pathway Partnership	87,676 CTE Marketing San Luis Obispo	16,000 CTE Liaison	125,000 VCCCD Allied Health Support Program	120,000 SCCRC Colleges Best Practices	
33,000 Enhanced CTE Data Analytics	88,015 Aeronautical and Aviation Technology Programs	125,000 Paramedic Simulation Training	113,000 CTE Marketing	199,231 VCCCD Internships	30,000 SCCRC CTE Assessment Summit	
100,000 Enhanced Support for Regional Career Pathways and Projects in Common			161,000 Cybersecurity Program Planning	204,000 VCCCD Regional CTE/ Labor Market Support Center	15,000 SCCRC CTE Career Finder	
				90,462 VCCCD Marketing	30,000 SCCRC CTE Online Teaching Summit	
232,010	348,015	212,676	290,000	618,693	232,011	1,933,405
						ACTUAL TOTALS
Projects-in-Common (Recommendations from Chancellor's Office-See guidance memo dated Sep 11, 2017)						
Job Developers						
Project #1 Center of Excellence Data Support	0		900,000 1 @ ea college			
Project #2A & 2B marketing and outreach	175,000		112,500 each			
Project #3 New World of Work/LinkedIn	80,000					
Project #4 Get Focused Stay Focused	54,124					
Project #5 Teacher prep	100,000					
Project #6 Hi touch Health	0					
	409,124					
NetLab Pilot						
			300,000 Lead=ICT DSN			
DSN/K14 TAP @ \$100,000 each						
			700,000			
SCCRC Rationale for regional spending:						
* As per the Chancellors Office Guidance Memo , Sep 11, 2017, 10% of the Regional Share for multi-college and or multi-regional projects-in-common (10% of 83.5% = \$462,496 and 10% of the 16.5% = \$91,391)						
* Consortium and Steering Committee agreed to fund \$112,500 per college so that each can hire a Job Developer/Placer = \$900,000						
* Consortium and Steerng Committee agreed to fund \$100,000 to each DSN and to the K14 TAP for project work (no salaries) = \$700,000						
* Consortium and Steering Committee agreed to fund \$300,000 for a regional NetLabs project						
* The Steering Committee agreed to fund each college for regional share projects at the same amounts as in 16-17 for a total of \$1,933,417						
* Consortium and Steering Committee agreed to fund K14 TAP position in 18-19 at \$200,000 after SB1070 sunsets in June 2018.						
Grand Totals						
SBCC fiscal	100,000					
Regional Chairs/Admin	165,000					
(Approved buckets of Regional Initiative funding)						
Job Developers	900,000					
DSN/K14 TAP Support	700,000					
NetLab Pilot	300,000					
College regional projects	1,933,405					
Approved Projects-in-Common	409,124					
Other Regional Projects						
Zero Net Energy Const Collab	23,750					
Prior Lrng Assmt	90,000					
Job Developer Coordination	3680					
GRAND TOTAL (For 83.5% funded projects)	4,624,959					

NOTE: The Spending Plan for the 16.5% allocation will be approved no later than March 31, 2018.