



*The Future of Work is Globally Connected*

# Global Trade Sector Strategy

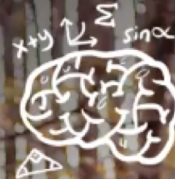
*Projects to establish foundation for regional work*

# Connecting to K12

## Project: NexusEdge & Digital Badges

- Working with industry recognized credentialing agencies including NASBITE, ISM and CSCMP – the NexusEdge platform allows students to access Global Trade & Logistics content especially adapted for high school classrooms.
- Students focus on knowledge domains then take online assessments to earn digital badges which can be uploaded to LinkedIn profiles plus printable certificates to share with employers.

Wondering  
about your  
career  
path?



We can help



Sign up today to  
get your customized  
career roadmap

GET STARTED



# HOW NexusEdge WORKS

START

FINISH

HELLO! My name is Elsa, your personal chatbot. How are you doing today?

Hey, let's take this to the next level. Find out where you fit in today's workforce with this fun 8 question quiz.

If you work every weekend for 6 months, missing hanging out with friends and family, you will earn \$5000

You will negotiate to work every weekend for 3 months to earn \$2500

Your school offers a math course

CHOOSE AN OPTION: You are excited to take it since you have always had passion for math

RECOMMENDED FOR YOU

Career Paths

International Business

Supply Chain & Logistics

Digital Marketing

The 4 most important things to know

What is International Business?

What jobs can I get and how much money can I make?

What kind of skills do I need to get these jobs?

How do I prepare for and apply to these jobs?

What kind of skills do I need to get these jobs?

Badge Exams

To explore / apply for jobs in International Business, you will need to take these badge exams. Each badge exam contains study material so you can familiarize yourself with the important concepts. After finishing the study material you will be ready to take the badge exam.

Global Business Management Badge

Globalization Badge

Global Marketing Badge

Trade Finance Badge

Global Shipping Badge



DIGITAL BADGING



## 1287 Students Onboard

746 H.S. Students *(from 12 high schools)*

541 College Students *(from 17 colleges)*



## Skills learned

Global Management, International Marketing, Shipping, Global Currency, International Sourcing, Global Procurement, Contracts/Negotiations, Supply Chain Leadership

# Support for Faculty in Global Trade Programs

## Project: IBEA / Global Trade Curriculum + Faculty Mentoring

- Provide IBEA (International Business Education Alliance) repository of International Business-related curriculum, as a resource to college faculty
- Partner with IBEA and statewide Global Trade programs that connect faculty champions as mentors to new or restructuring program support





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# SHARE YOUR RESOURCES

**College and High School Faculty:**

Post and find materials that enhance international business education!

 [LOGIN TO UPLOAD](#)

Just drop your resource files here  
or log in to get started

Resources\*



About Browse Files How to Use the Site

What is your organization?\*

School

Place of Employment:\*

Please provide a link verifying your status as an educator:\*

Approval Required:\*

In working to protect the content uploaded by our members, we will manually approve all applications before you will be able to access the site. Please check your email for confirmation within approximately one business day.

Username:\*

Email:\*

Password:\*

Password Confirmation:\*

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### TOP CONTRIBUTORS

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0	2	38
Following	Followers	Views

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3	3	115
Following	Followers	Views

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# Exposure to the Global Trade Sector

## Project: Global Trade Sector Marketing and Promotion

- Global Trade Marketing program will target prospective students, faculty, industry, employers, and community organizations
- Collaborate with SN, faculty, and industry to provide employer feedback regarding skills demand and skills gaps for workers entering global trade related fields





# INTERNATIONAL TRADE SUPPORTS



**41 MILLION**  
Jobs Nationwide



**4.9 MILLION**  
Jobs in California



**20%**  
of California's workforce



**1 in 4**

One in four of all manufacturing jobs in California is dependent upon exports.



# Why Global Trade Matters

## World's Economy

As of 2018, California became the 5th largest economy in the world.



## Jobs

The Global Trade sector supports 5,590 jobs for every \$1 billion in exports.



## Global GDP Growth

82% of global GDP growth is projected to occur outside the U.S. between 2017 to 2018.



## Consumers

95% of consumers in more than 225 countries buy California goods and services.



# Global Trade Work-Based Learning

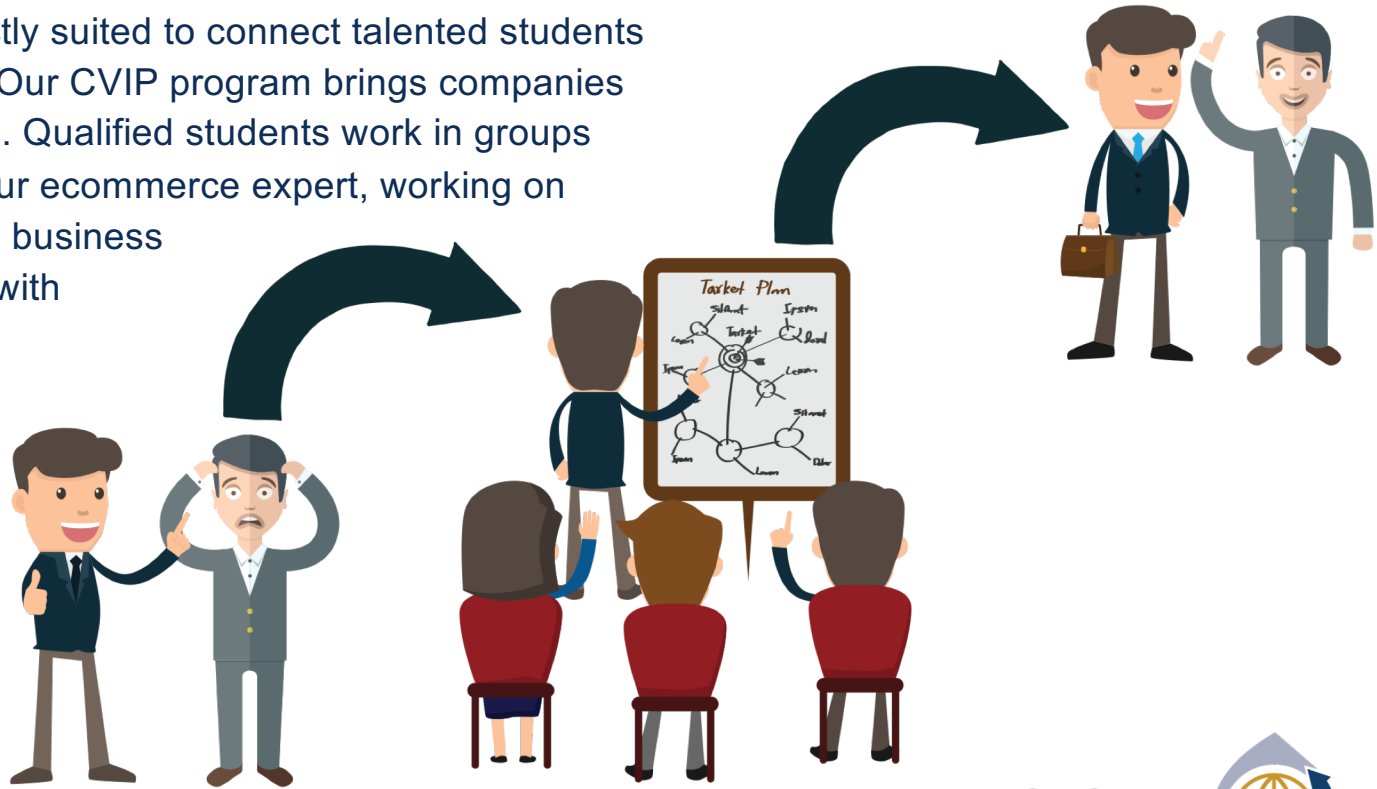
## Project: CITD Virtual Internship Program (CVIP)

- Address the demand for internships and work-based learning in the global trade sector through a virtual internship program with students working in groups under the direction of a global ecommerce expert
- Connect small business employers with a selection of practical digital solutions for global ecommerce that students are trained to deliver in response to client export needs

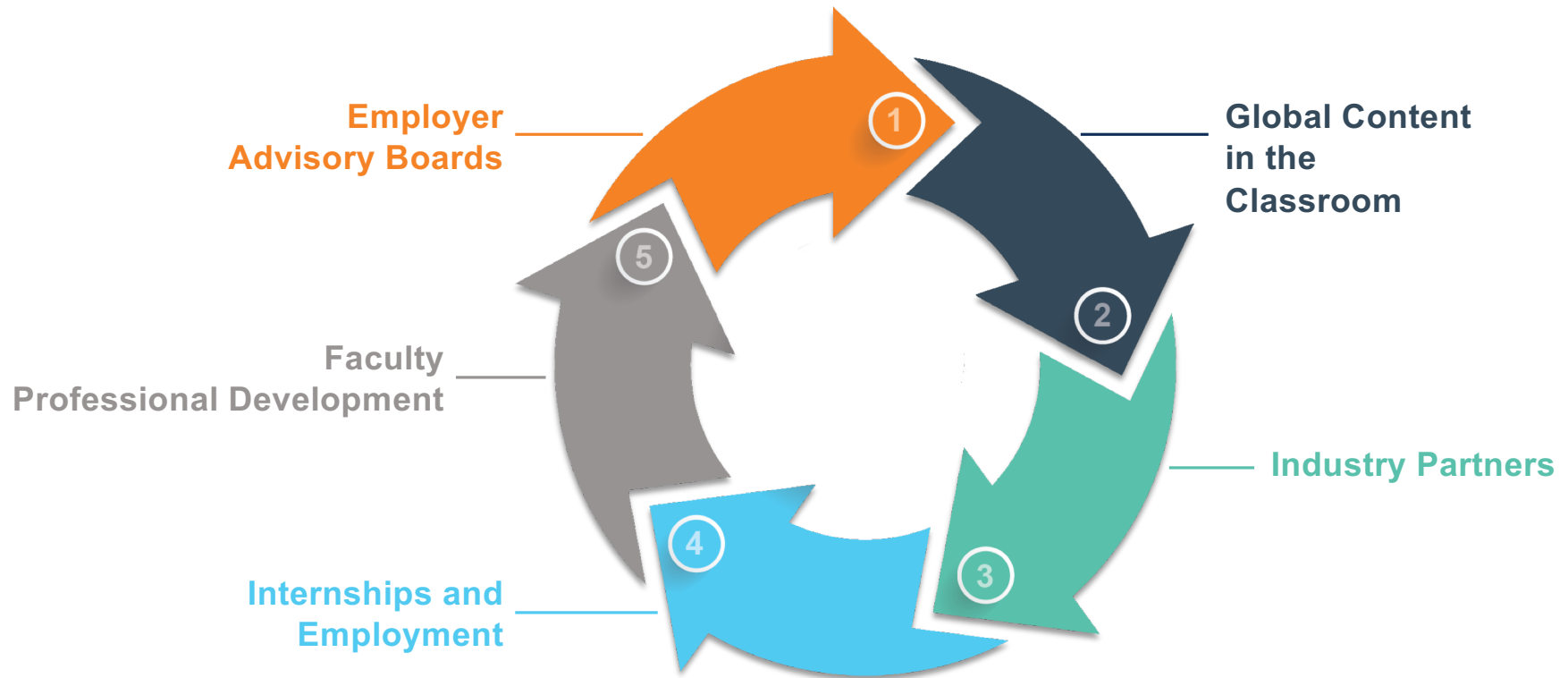


# CITD Virtual Internship Program (CVIP)

Our colleges are perfectly suited to connect talented students to businesses in need. Our CVIP program brings companies a team of virtual interns. Qualified students work in groups under the direction of our ecommerce expert, working on customized solutions to business problems, at low costs with high results.



# Global Skills Building in the Classroom



# Regional Sector Profile

## Project: Statewide Analysis of Global Trade Programs and Regional Assessment

- Sector research has included an inventory of all regional colleges with Global Trade programs, degrees and/or certificates, trade organizations and students enrolled by TOP code plus statewide sector analysis and LinkedIn employment analysis
- Regional outreach to employers and industry partners to determine landscape of opportunity for employment demand, strength of trade activities and emerging skills and competencies.



# Statewide Analysis of Global Trade Programs

## STATEWIDE CALIFORNIA COMMUNITY COLLEGE GLOBAL TRADE PROGRAMS

The Global Trade skills are embedded in programs across the California Community College system. This report summarizes the focus areas of the sector, and opportunities in training and jobs statewide.



THE GLOBAL TRADE SECTOR AREAS INCLUDED IN THIS REPORT ARE:

TOP	TOP Description	SOC	SOC Description
0508	International Business and Trade	11-1021 41-4012 13-1022	General and Operations Managers Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products Wholesale and Retail Buyers, Except Farm Products
0509	Marketing and Distribution	13-1023 13-1199 13-1022 41-4012	Purchasing Agents Business Operations Specialists Wholesale and Retail Buyers, Except Farm Products Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
0501	Business and Commerce, General	11-3011 13-1051 11-1021 13-1111 11-2022	Administrative Service Managers Cost Estimators General and Operations Managers Management Analysts Sales Managers
0502	Accounting	43-3031 43-4011	Bookkeeper, Accounting and Auditing Clerks Brokerage Clerks
0504	Banking and Finance	43-3011	Bill and Account Collectors
0506	Business Management	11-3011 13-1051 11-1021 11-2022	Administrative Services Managers Cost Estimators General and Operations Managers Sales Managers

TABLE 1

TOP: TAXONOMY OF PROGRAMS | SOC: STANDARD OCCUPATIONAL CLASSIFICATION

## INDUSTRY RESEARCH



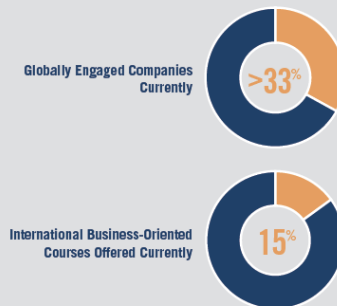
IBEX surveyed the top courses taught at community colleges that were international business-oriented as shown below.

### Top International Business-Oriented Courses

- 1 International Business
- 2 International Marketing
- 3 International Management
- 4 International Economics
- 5 International Trade
- 6 International Entrepreneurship
- 7 International Logistics
- 8 International Accounting
- 9 International Sourcing
- 10 International Finance
- 11 International Strategy
- 12 International Human Resources

There has been an increasing need for employees with international expertise. In a survey conducted by the Wang Center for International Business Education and Research (CIBER), companies reported that the international part of their business was expected to increase over the next ten years. These companies reported needing more employees with international expertise including management. An understanding and appreciation for cross-cultural differences is the most desired skill for employees working for international firms or companies doing business globally. These businesses will also seek employees with international experience and foreign language skills (Daniel & Xie, 2014). In the *2019 Benchmarking Report on International Business Education at Community Colleges*, it is recommended that 24 percent of community college programs have an international component by 2029 (IBEX, 2019). In this study, California was ranked "active" in internationalizing community college programs, and ranked 28 for these activities when compared to all 50 states. Currently, there are more globally engaged companies than business courses being offered with an international focus (IBEX, 2019).

### Demand vs. Supply



\*Michigan State University CIBER, as part of the MSU globalEDGE program, conducted the IBEX student in cooperation with Community Colleges for International Development (CCID) and National Association for Community College Entrepreneurship (NACCE).



# Statewide Analysis of Global Trade Programs

## STATEWIDE SUMMARY

### Students In Global Trade Programs

The California Community Colleges Chancellor's Office (CCCCO) pulls from a statewide data system known as LaunchBoard, hosted by Cal-PASS Plus, which aggregates data on community colleges progress, employment and earnings outcomes for both Career Technical Education (CTE) and non-CTE pathways. In the California Community College system there are 257,810 students (2017 data) taking courses in Global Trade according to the CCCCC LaunchBoard, including the students taking programs in the designated TOP codes shown on Table 1. The students attending programs in Global Trade remained level from previous year (39,861 students in 2016-2017). There were 39,868 FTES (Full-Time Equivalent Students) in 2017. There is an equity gap among Hispanic students (-19%) in eCommerce statewide, with no other significant gaps in the other program areas. The data indicate an even number of male and female students across the Global Trade programs. Most students (75%-82%) are attending these programs part-time and the age range is inclusive of all ages in this sector, as 24%-35% of students attending are 30 years of age or older.

### Employment

Employment in the Global Trade sector ranged from 62%-73% of students being employed by the 2nd quarter after exiting the college program and working in their field of study, based on the CTE Employment Outcomes Survey (CTEOS). The CTEOS is a statewide survey conducted by email, text and phone calls to assess the employment outcomes of students who have participated in CTE or non-CTE coursework at California Community Colleges. International Business and Trade (TOP Code 0508) identified 64% of students employed by the 2nd quarter after exiting college. The number of people obtaining jobs closely related to their field of study between 60%-80%. There were 692,514 people employed in the most common middle-skill jobs in 2015 based on survey outcome.

#### EMPLOYMENT IN MIDDLE-SKILLS JOBS

Less than a College Degree	College Degree
Sales Representatives -Wholesale and Manufacturing	Sales Representatives
Payroll and Timekeeping Clerks	General and Operations Managers
Bookkeeping, Accounting and Auditing Clerks	Wholesale and Retail Buyers
Tax Preparers	Business Operations Specialists
Credit Authorizers, Checkers and Clerks	Purchasing Agents
New Account Clerks	Marketing and Sales Managers
Loan Interviewers and Clerks	Management Analysts
	Administrative Services Managers
	Industrial Production Managers
	Accountants and Auditors
	Credit Counselors
	Statistical Assistants
	Cost Estimators

TABLE 2

#### TOTAL PEOPLE EMPLOYED STATEWIDE

TOP CODE	0508 International Business and Trade	0509 Marketing and Distribution	0501 Business and Commerce	0502 Accounting	0504 Banking and Finance	0506 Business Management	TOTAL
College Degree	350,232	54,754	668,463	175,660	5,064	668,463	1,922,636
Some College	158,668	158,668	0	256,228	118,950	0	692,514
TOTAL	508,900	213,422	668,463	431,888	124,014	668,463	2,651,150

JOBS REQUIRING A COLLEGE DEGREE = 1,922,636 | JOBS REQUIRING SOME COLLEGE = 692,514

TABLE 3

#### PROJECTED JOB OPENINGS

TOP CODE	0508 International Business and Trade	0509 Marketing and Distribution	0501 Business and Commerce	0502 Accounting	0504 Banking and Finance	0506 Business Management	TOTAL
<b>ONE YEAR</b>							
College Degree	14,768	2,062	27,200	7,762	195	25,701	77,688
Some College	6,242	6,242	0	4,056	3,390	0	19,930
TOTAL	21,010	8,304	27,200	11,818	3,585	25,701	97,618

JOBS REQUIRING A COLLEGE DEGREE = 77,688 | JOBS REQUIRING LESS THAN COLLEGE DEGREE = 19,930

<b>FIVE YEARS</b>							
College Degree	73,840	10,310	128,610	38,811	974	128,510	381,055
Some College	31,211	31,211	0	20,280	16,953	0	99,655
TOTAL	105,051	41,521	128,610	59,091	17,927	128,510	480,710

JOBS REQUIRING A COLLEGE DEGREE = 381,055 | JOBS REQUIRING LESS THAN COLLEGE DEGREE = 99,655

TABLE 4

By including the range of TOP codes, there is a 5-year projected increase of nearly 100,000 jobs annually in the Global Trade sector reaching nearly 500,000 Global Trade related employment opportunities by 2024. The projected job openings in each program area as designated by TOP Code is shown here.

# Global Trade Industry Engagement

## **Project: Industry advisory boards, committees and working groups**

- Meet with business partners, chambers, and econ dev. and employers to liaise with college faculty, deans and administrators in gaining sector insights
- Development of advisory boards and committees as needed to allow in-depth discussion and provide key insights in global trade related program development and employment need

# Leveraging Key Relationships

The CITD works with partners and a network of public and private sectors stakeholders to leverage existing data, expertise, tools, and services that will contribute to a small or medium size business' global journey.

## INDUSTRY & ASSOCIATIONS



## PUBLIC SECTOR



## PRIVATE SECTOR



# CITD California Ecommerce Export Council (CEEC)



Led by the **CITD**, in partnership with the **California Community Colleges Chancellor's Office** and the **Governor's Office of Business Development**, the **CEEC** is a consortium of ecommerce industry experts, business leaders and government officials whose shared mission is to support California-based small and medium businesses in their export of goods and services through ecommerce channels, while building a viable workforce skilled in global ecommerce. By aggregating the data, services and insights across the council participants, the CEEC seeks to exponentially increase California exports while providing feedback to bridge skills demands across the education system.





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