



California Community Colleges

K12 STRONG WORKFORCE PROGRAM (SWP) ENGAGEMENT MEETING

South Central Coast Regional Consortium (SCCRC)
September 2, 2021

Luann Swanberg, M.A., SCCRC Chair

Diane Hollems, Ph.D., SCCRC Co-chair

Giselle Bice, Ed.D., SCCRC K14 Technical Assistance Provider

Adele Hermann, Ph.D., Director Centers of Excellence

Engagement Session Overview

- Welcome and Introductions
- K12 Strong Workforce Program (K12 SWP)
- South Central Coast Regional Consortium (SCCRC)
- SCCRC's Regional Priorities
- 2021-22 K12 SWP Grant Updates
- Labor Market Data
- Next Steps for Applicants
- Resources & Contacts



We are glad you're here!

Introductions & Housekeeping

Remember to turn mics off

In the chat please...

- share your name, email, & organization
- type questions you may have

Slide deck will be posted on the SCCRC website by 9/3/2021



K12 Strong Workforce Program (SWP)

K12 Strong Workforce Program



California State Board of Education

Sets K-12 education policy in the areas of standards, instructional materials, assessment, and accountability



California Department of Education

Oversees funding and testing, and holds local educational agencies accountable for student achievement



California Community Colleges

Postsecondary education system of 73 community college districts & 115 accredited colleges in California

K12 SWP At-A-Glance



- Began in 2016 with Local and Regional Community College Programs
- In the 2018-19 fiscal year, SWP expanded to include K12 System
- Legislation & the California Community College Chancellor's Office (CCCCO) set guidance for funding (Ed Code 88820)
- K12 SWP is apportioned by the CCCCCO to each Community College's Regional Consortium's fiscal agent (Ed Code 88827)
- K12 SWP sets guidance for K12 Selection Committee members (Ed Code 88829-88833)



South Central Coast Regional Consortium (SCCRC)

South Central Coast Regional Consortium (SCCRC)

Mission

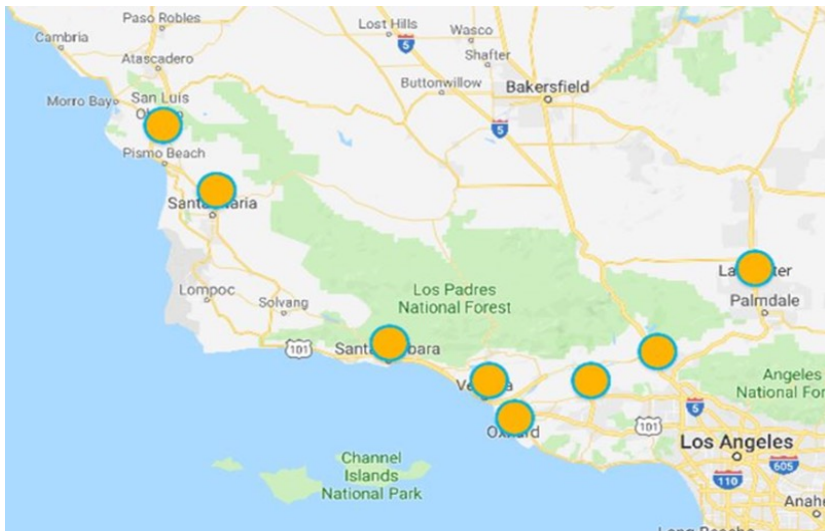
The South Central Coast Regional Consortium (SCCRC) facilitates and promotes effective regional initiatives for its member colleges and key stakeholders in support of local, regional, and statewide workforce development efforts. We collaboratively leverage employer, community, and educational resources in partnership to create and maintain a highly skilled workforce that meets identified regional needs.

Purpose

- Support regional efforts to strengthen education and workforce development of the K14 talent pipeline
- Support the Community Colleges' CTE programs through postsecondary education to living-wage employment in industries reflecting the region's economic need

SCCRC's Region

SCCRC provides a regional structure to communicate, coordinate, collaborate, promote and plan K14 Career Technical Education and Workforce and Economic Development in California's South Central Coast Region



- North LA, Ventura, Santa Barbara, SLO Counties
 - 8 Community Colleges
 - 3 County Offices of Education
 - 71 K12 Districts
 - 46 High Schools

SCCRC's Roles for K12 SWP

Fiscals

- Approves and certifies Grant Plan in NOVA
- Enters into agreement with grantee
- Issues purchase orders and payments to grantees
- Reviews fiscal reporting
- Reviews and approves plan and budget modifications
- Sets processes for modifications and invoicing

Programmatics

- Provide regional training for K14 partners
- Solicits applications from K12, ROP, and Charter Schools
- Recruits and trains the K12 Selection Committee
- Supports grantee outcomes using the Work Plan / SWP Metrics

K12 SWP Support

Regional Chairs

- SCCRC general & fiscal oversight
- Liaison to California Community College Chancellor's Office

K14 Technical Assistance Provider

- Regional programmatic support
- Development, administration, & organization of Pathway Improvement initiatives

K12 Pathway Coordinator

- Assigned to a CC service area
- Aids the strengthening and expansion of K14 CTE programs

Directors of Employer Engagement

- Strengthen connections between career education, business and industry
- Partnerships with business and industry

Centers of Excellence

- Customized research, analysis of regional economic and workforce need
- Data supports community college decision making and curriculum planning

Regional Directors

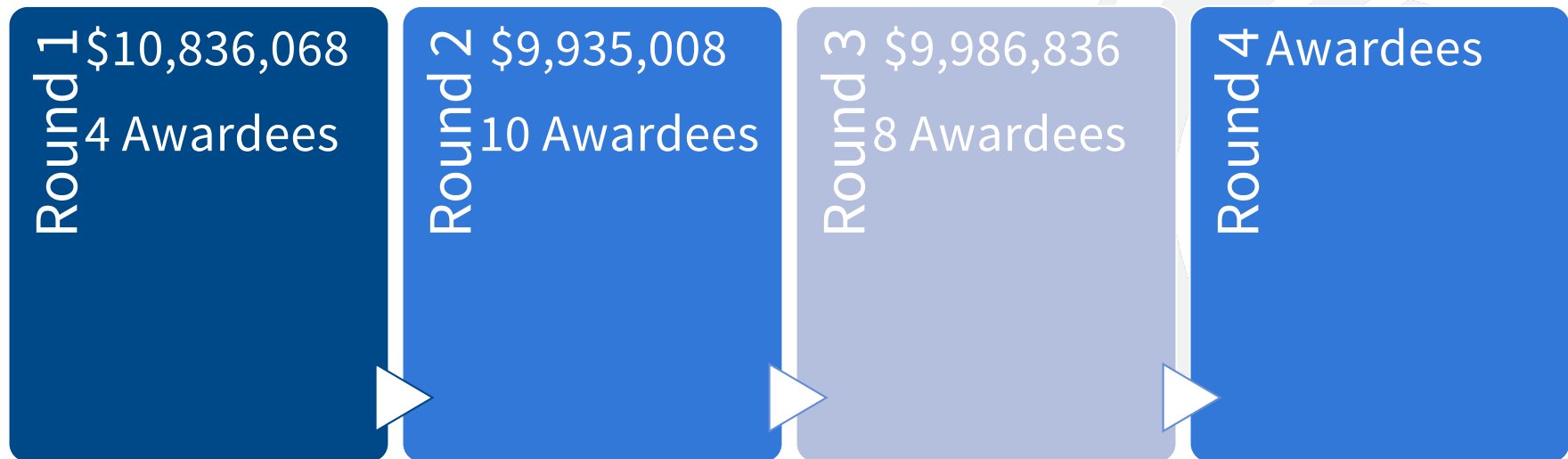
SCCRC has Regional Directors working in the current priority and emerging sectors of:

- Advanced Manufacturing: Mike Bastine, michael.bastine@canyons.edu
- ICT & Digital Media: Paula Hodge, paula.hodge@canyons.edu
- Business & Entrepreneurship: Gayla Jurevich, gayla_jurevich@cuesta.edu
- Ag, Water, Env Technologies: Holly Nolan-Chavez, hchavez@hancockcollege.edu
- Global Trade: Adilene Polis, apolis@pipeline.sbccc.edu
- Energy, Construction, Utilities: Dave Teasdale, dteasdal@kccd.edu

SCCRC K12 Pathway Coordinators

Pathway Coordinator	Service Area
Christine Petrone	Allan Hancock College
Diane Walker	Antelope Valley College
Justine Cubbage	College of the Canyons
Michael Specchierla	Cuesta College
Laurie Arnold Giselle Bice	Moorpark College
Laurie Arnold Giselle Bice	Oxnard College
Noelle Bathel	Santa Barbara City College
Laurie Arnold Giselle Bice	Ventura College

K12 SWP Funding



K12 SWP Round 1 Grantees

Ventura COE: \$4,334,427 *Ventura County Office of Education*

Antelope Valley UHSD: \$1,625,411 *Pathways to AV's Future*

William S. Hart UHSD: \$1,625,410 *Santa Clarita Valley Consortium*

Santa Barbara CEO: \$3,250,820 *Santa Barbara & San Luis Obispo CTE Consortium*

K12 SWP Round 2 Grantees

Antelope Valley UHSD: \$1,360,519 *Growing Pathways to AV's Future*

Career Education Center (Ventura COE): \$500,492 *ICT Media & Entrepreneurship*

Career Education Center (Ventura COE): \$958,729 *Medical & Healthcare: Preparing & Placing Student Workers*

Career Education Center (Ventura COE): \$643,262 *STEM: Design-Build*

Oxnard UHSD: \$453,771 *OUHSD- Oxnard College Partnership*

Santa Barbara CEO:\$1,583,513 *Santa Barbara & San Luis Obispo CTE Consortium: College and Career Exploration*

Santa Barbara CEO: \$1,346,461 *Santa Barbara & San Luis Obispo CTE Consortium: Postsecondary Transitions*

Templeton USD: \$843,841 *South Coast Region Agricultural Education Consortium*

Ventura USD: \$740,120 *Agriculture Business and Plant & Soil Science*

Ventura USD: \$1,504,300 *Creating Connections*

K12 SWP Round 3 Grantees

Antelope Valley UHSD: \$1,691, 164 *Sustaining Pathways to AV's Future*

Career Education Center (Ventura COE): \$500,492 *STEM Pipeline to Engineering & Manufacturing*

Oxnard UHSD: \$1,637,285 *K14 Employee Pipeline Project for Oxnard-Hueneme-Camarillo-Somis*

Santa Barbara CEO:\$1,749,687 *Post-Secondary Transitions SBCEO/SLOCOE CTE Consortium*

William S. Hart UHSD: \$1,464,806 *William S. Hart Strengthening Santa Clarita's Workforce Through Educational Partnerships*

Santa Barbara USD: \$681,200 *Agriculture SBUSD K12 SWP R3 Strengthening College & Career Pipeline*

Fillmore USD: \$512,505 *Implementing Motivational Pathways Advancing to Careers in Technology (IMPACT) Project*



SCCRC's Regional Priorities

SWP: More and Better Career Education (CE)

Increase *quantity* of CE

More enrollments in programs
leading to high-demand, high
wage jobs

Improve *quality* of CE

More students
complete/transfer

More students employed

More students improving their
earnings

To meet labor market demand, increase social mobility, and fuel local and regional economies with skilled workers

The Center of Excellence, South Central Coast, completed a gap analysis and middle-skill jobs report for all sectors. The gap analysis compared labor market demand with program supply for middle-skill jobs in all sectors across the South Central Coast Region. The analysis identified 140 top middle-skill jobs and ultimately gaps were identified for all industry sectors (SCCRC Regional Plan, 2021, p. 6)

Students needs to come out of the K14 pipeline and in a middle-skill job

p. 42 - 61

Sector Name	Oversupply	Supply Met	Undersupply
Advanced Manufacturing			X
Advanced Transportation and Logistics			X
Business and Entrepreneurship			X
Education			
Energy, Construction, and Utilities			X
Global Trade			X
Health Care			X
ICT/Digital Media			X
Life Sciences and Biotechnology			X
Public Safety			
Retail, Hospitality, and Tourism			X



K12 SWP Grant Updates

Round 4 Request for Applications (RFA)

- Sets parameters for the entire term of the grant application requirements, outcomes, and guidance
- Applications are scored based on a 100-point scale
- A minimum average score of 75 must be obtained during the review process, which includes multiple readers, for funding consideration
- In addition to the 100 points, there are up to 10 more points available for the following applicants:
 - New CTE programs and/or pathways (5 Points)
 - New, never fiscally funded, K12 SWP Applicants (5 points)

Round 4 Cycle of Improvement



K12 SWP Selection Process

- Selection Committee is composed of K12, CC, Industry from the region
- Reading assignments are outside of one's subregion
- Deliberation is led by Selection Committee Chairs
- Supported by Regional Chairs, K14 TAP
- Deliberation establishes funding parameters and awardees

Recommendations & Considerations

- FUNDING: Sustainability of salaries; LCAP CTE Plan
- FUNDING: Same / Similar awarded grants will not be funded
- SECTOR FOCUS: Applications not to exceed 3 Industry Sectors / CTE Pathways

Addressed in Round 4 RFA

- ✓ OUTCOMES: Include narrative on Rounds 1, 2, and/or 3 aligned to Work Plan
- ✓ APPLICATION: Include other CTE funding sources (CTEIG, Perkins, etc.)
- ✓ FUNDING: Positive consideration for first-time applicants

K12 SWP Round 4 Timeline

DATE	EVENT
August 16, 2021	K12 SWP Application Released/NOVA platform opens
August 24, 2021	Bidders' Conference Webinar
September 1, 2021	NOVA platform training posted to Chancellor's Office website
September 2, 2021	SCCRC K12 SWP R4 Engagement Session
September 9, 16, 23, 2021	SCCRC K12 SWP R4 Support Sessions
September 17, 2021	Questions Submission deadline to K12SWP@cccoco.edu
October 15, 2021	K12 SWP Applications due in NOVA system
November 19, 2021	K12 Selection Committees review period concludes
November 23, 2021	K12 SWP preliminary awards announced
December 10, 2021	Appeals due to SWP Regional Consortium
December 17, 2021	SWP Regional Consortia communicates intent to award funds to LEAs
January 2022	K12 SWP project term begins
June 2024	K12 SWP project term ends

RFA Point Breakdown

20 points: Problem Statement

20 points: Project Objectives

20 points: Positive Considerations

35 points: CTE Pathway/Program Work Plan

15 points: Budget

110 TOTAL POINTS

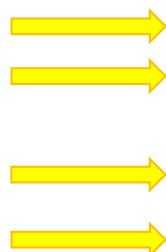


Table 8. Application Sections

Application Section	Maximum Points
1. Pathway Identification	Not Scored/Required
2. Lead Local Education Agency (LEA)	Not Scored/Required
3. K–12 Partner Agencies (LEA)	Not Scored/Optional
4. Higher Education Partners	Not Scored/Required
5. Collaborative Partners	Not Scored/Optional
6. Problem Statement and Project Objectives	40 Points
7. Positive Considerations	20 Points
8. Industry Sectors and Pathways	Not Scored/Required
9. CTE Pathway/Program Work Plan	35 Points
10. Budget	15 Points
11. Assurances	Not Scored/Required
12. Supporting Documentation	Not Scored/Required

Elements of a Strong Application

**Strong, evident
alignment to local
Community
College(s)**

Measurable
student outcomes
per K12 SWP
Metrics

Utilizes & Cites
various Labor
Market
Information

Targets K12
Special
Populations

Diversity,
Inclusion, & Equity
Lens

**Measurable
outcomes aligned
to K12 SWP &
SCCRC's Plan**



K14 Pathway Mapping

What is our collective aim?

Develop robust K14 pathway system responsive to labor markets in the South Central Coast that lead more students to living wage jobs.

How can K14 Pathway Mapping help?

Focuses partners on living wage careers and related skills

Encourages data capacity, sharing and use across K14 systems

Informs future pathways and “curricular bridges” between sectors and educational systems

Augments regional planning by encouraging alignment between K12, college career education programs and the labor market

Connecting education to the labor market with the use of crosswalks.

- The alignment of:
 - K12 programs
 - College programs
 - Occupations
- Complicated by the fact that they are not one-to-one relationships

But first, let's talk LMI

Occupation vs. Industry

Specific occupations can exist in multiple diverse industries

Occupations are important because they allow us to talk about skills.

Those skills can be transferable between industries.

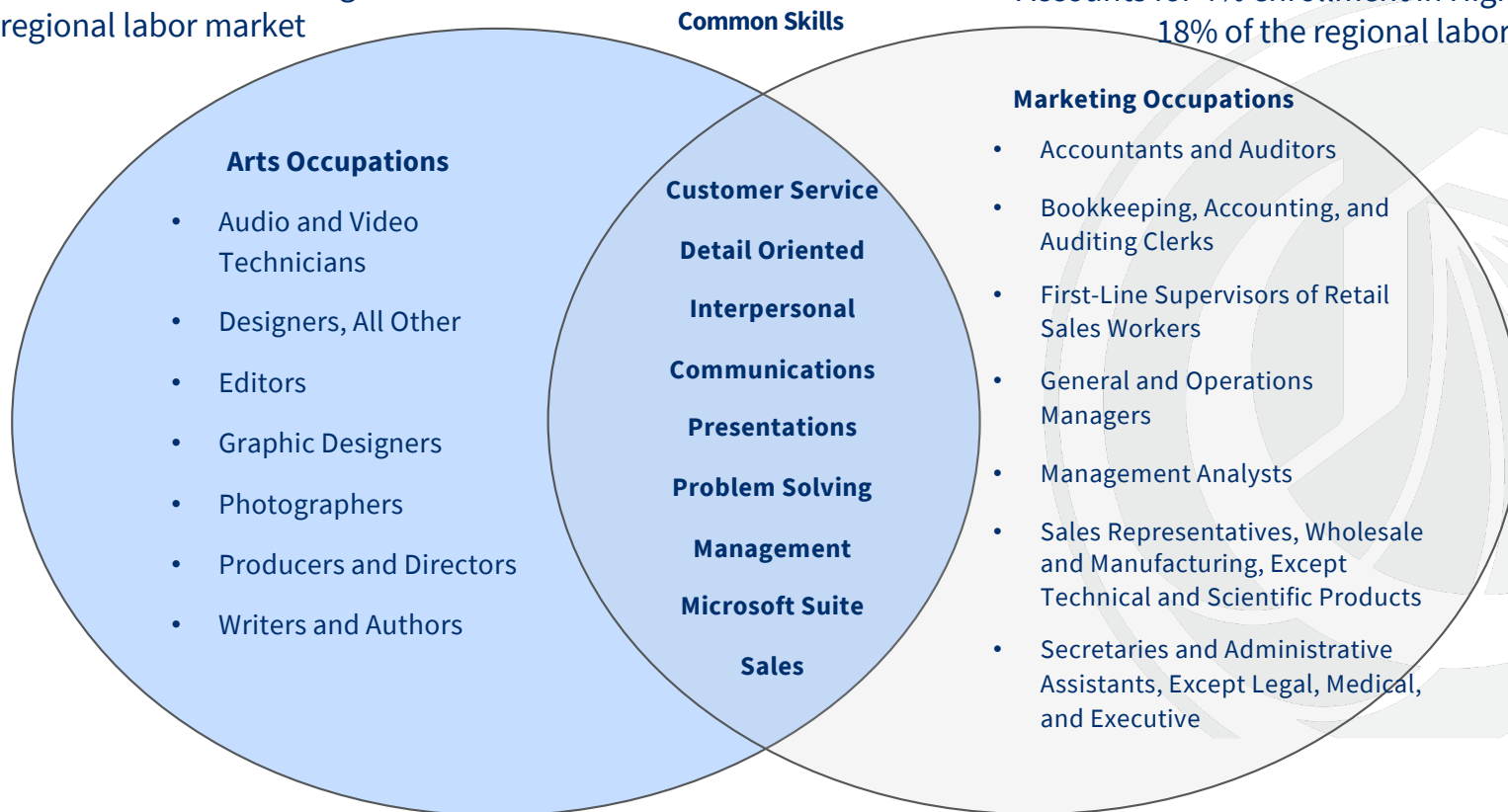
Sectors refer to educational groupings of content and are linked to occupations across different industries based on skills in that occupation.

Arts, Media and Entertainment

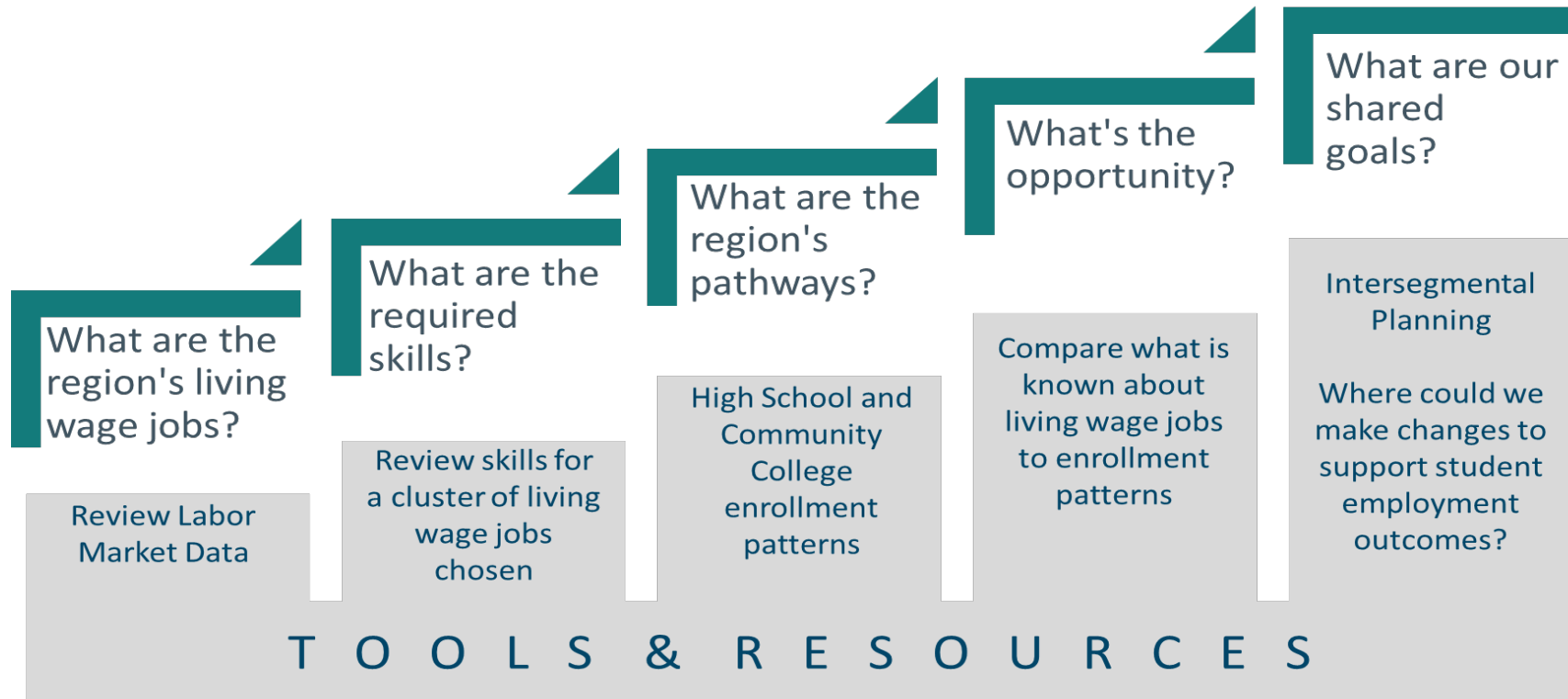
Accounts for 40% enrollment in High school
2% of the regional labor market

Marketing, Sales, and Services

Accounts for 4% enrollment in High School
18% of the regional labor market



Building Data-Informed Pathways



Resources to support K14 alignment discussions

Steppingstone	Data Resource Contains	Data Source Title
What are the region's living wage jobs?	Labor market data by county using Standard Occupational Codes (SOC). <i>*Consider also connecting with the Centers of Excellence</i>	EDD OES Employment and Wages
What are the required skills?	Lists skills for specific SOC codes and occupational titles and includes publicly available skills information.	ONET
	WestEd used the EMSI job posting analytics tool that aggregates skills from job postings. However, only some skills data is publicly available through an API .	EMSI Job Postings Analytics Tool
What are the region's HS pathways?	Includes high school enrollment data by, region, district and School Name, CTE Pathway Code and Name, CTE Sector Code and Name, High School Enrollment.	California 2018-17 Enrollment Data
What are the region's pathways? Community College	Retrieve full time enrollment for a variety of course statuses at either the two, four, or six-digit TOP code. Can also include demographic breakouts of age, gender, ethnicity.	DataMart
	Retrieve active Community College awards, including CTE awards and certificates.	COCI Database
Compare what is known about living wage jobs to enrollment patterns Crosswalks	Connects High School CTE pathways with similar and relevant Community College programs.	K12 to TOP Crosswalk
	Using two crosswalks, connects Community College TOP codes to Standard Occupational Codes (SOC) using CIP codes as a connector.	TOP to CIP to SOC Crosswalks

Access to Data and Handouts

Links to Resources
Provided in this
presentation

- Chart 1. HS enrollment by sector: http://bit.ly/NorthLA_Chart1
- Chart 2. CC enrollment by sector: http://bit.ly/NorthLA_Chart2
- Chart 3. HS and CC enrollment by sector side-by-side: http://bit.ly/NorthLA_Chart3
- Chart 4. Annual openings by sector: http://bit.ly/NorthLA_Chart4
- Chart 5. Comparison of K12, CC and LMI side-by-side: http://bit.ly/NorthLA_Chart5
- Building Data-Informed Regional Pathway Toolkit: <https://bit.ly/RegionalPathwaysToolkit>
- South Central Coast Pathway Mapping Google Folder: https://bit.ly/SCC_PresentationFolder

Point to Ponder

How could you apply these to support what you are offering for K12 Pathways?
What more would you need to know to turn your insights into wisdom and
take action?



CALIFORNIA COMMUNITY COLLEGES



CALIFORNIA COMMUNITY COLLEGES



Labor Market Data

**Informing Regional Conversations with
Labor Market Information**

Defining Middle-Skill Jobs

Middle-Skill Jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Above-Middle-Skill jobs include occupations that require an educational attainment of a bachelor's degree or higher (excluding those in the middle-skills jobs category).

Below-Middle-Skill jobs require an educational attainment of a high school diploma or less.

Jobs Analysis

Community College Middle-Skill Gap Analysis

South Central Coast Region

6%
Job Growth - Last Five Years

992,495
Regional Jobs - 2019

48,133
New Jobs Expected - Next Five
Years

33,132
annual job openings
(labor market demand)

7,936
average annual program awards
(labor market supply)

25,196
supply gap (number of
awards needed to close the gap)

Full Reports Available: <http://www.coeccc.net/region/SouthCentral.aspx>

Why Respond to Labor Market Demand in SLO County?



In 2019, there were approximately **140,000** jobs in **San Luis Obispo County**



Jobs have grown by approximately **10,440** over the last five years across the county.



Jobs increased by 8.1% over last five years vs national growth rate of 7.6%.

Why Respond to Labor Market Demand in Santa Barbara County?



In 2019, there were over **235,000** jobs in **Santa Barbara County**.



Jobs have grown by approximately **14,000** over the last five years across the county.



Jobs increased by 6.3% over last five years vs national growth rate of 7.6%.

Why Respond to Labor Market Demand in North LA County?



In 2019, there were approximately **233,000** jobs in **Northern Los Angeles***.



Jobs have grown by approximately **17,000** over the last five years across the microregion.



Jobs increased by 7.8% over last five years vs national growth rate of 7.6%.

*The South Central Coast Region includes the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Why Respond to Labor Market Demand in Ventura County?



In 2019, there were over **376,600** jobs in **Ventura County**



Jobs have grown by approximately **17,400** over the last five years across the county.



Jobs increased by 4.8% over last five years vs national growth rate of 7.6%.

Middle-Skill Gap Analysis

Sector Name	Oversupply	Supply Met	Undersupply
Advanced Manufacturing			X
Advanced Transportation and Logistics			X
Business and Entrepreneurship			X
Education			X
Energy, Construction, and Utilities			X
Global Trade			X
Health Care			X
ICT/Digital Media			X
Life Sciences and Biotechnology			X
Public Service			X
Retail, Hospitality, and Tourism			X

Agriculture, Water, & Environmental Technologies

NO FORMAL EDUCATIONAL CREDENTIAL + ADDITIONAL TRAINING	
Agricultural Workers, All Other	\$18.05 - \$29.22
Grounds Maintenance Workers, All Other	\$11.66 - \$28.53
Hunters and Trappers	\$11.03 - \$41.05
Rotary Drill Operators, Oil and Gas	\$19.18 - \$25.44
Roustabouts, Oil and Gas	\$14.04 - \$26.57
Service Unit Operators, Oil, Gas, and Mining	\$22.55 - \$41.92
HIGH SCHOOL DIPLOMA OR EQUIVALENT + ADDITIONAL TRAINING	
Earth Drillers, Except Oil and Gas	\$17.32 - \$27.79
Fallers	\$16.66 - \$29.68
Farmers, Ranchers, and Other Agricultural Managers	\$12.12 - \$38.17
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$14.80 - \$26.15
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$14.70 - \$30.48
Pest Control Workers	\$15.12 - \$25.54
Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$11.99 - \$24.31
Stationary Engineers and Boiler Operators	\$26.76 - \$39.33
Tree Trimmers and Pruners	\$14.39 - \$28.56
Water and Wastewater Treatment Plant and System Operators	\$26.77 - \$40.92
ASSOCIATE DEGREE	
Agricultural and Food Science Technologies	\$15.23 - \$23.39
Environmental Engineering Technicians	\$20.01 - \$36.80
Environmental Science and Protection Technicians, Including Health	\$23.80 - \$37.95
Forest and Conservation Technicians	\$18.24 - \$28.46
BACHELOR'S DEGREE OR HIGHER	
Agricultural Engineers	\$22.83 - \$34.95
Agricultural Inspectors*	\$13.46 - \$24.96
Animal Scientists	\$18.87 - \$29.16
Environmental Engineers	\$36.57 - \$58.27
Environmental Scientists and Specialists, Including Health	\$35.09 - \$50.56
Geoscientists, Except Hydrologists and Geographers	\$29.80 - \$55.07
Hydrologists	\$37.16 - \$65.98
Physical Scientists, All Other	\$27.70 - \$60.41
Soil and Plant Scientists	\$29.35 - \$56.42

Agriculture, Water and Environmental Technologies

SCCRC Sample County

TOP JOBS THAT ARE ATTAINABLE WITH A COMMUNITY COLLEGE EDUCATION*

What jobs require a high school diploma + postsecondary training (e.g., certificate)?	How much will I earn per hour? Entry-level-----Median-----Experienced (25 th percentile-----50 th percentile-----75 th percentile)
Farmers, Ranchers, and Other Agricultural Managers	\$26.69-----\$40.15-----\$48.77
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$17.18-----\$20.64-----\$24.06
Heavy and Tractor-Trailer Truck Drivers	\$18.91-----\$24.44-----\$29.47
Animal Caretakers	\$12.17-----\$14.05-----\$16.79

What jobs require an associate degree or higher?	How much will I earn per hour? Entry-level-----Median-----Experienced (25 th percentile-----50 th percentile-----75 th percentile)
Bookkeeping, Accounting, and Auditing Clerks	\$18.11-----\$22.73-----\$26.91
General and Operations Managers	\$29.99-----\$39.30-----\$59.19
Accountants and Auditors	\$25.09-----\$32.81-----\$45.09
Agricultural and Food Science Technicians	\$16.82-----\$18.70-----\$26.50

Agriculture, Water and Environmental Technologies

SCCRC Sample County

Employment	Community College	Student Demographics
5,429 People employed		55% - Male 45% - Female
3% (141) 5-year projected job growth	183 Students Enrolled	61% Economically Disadvantaged
\$45,724 Average earnings per job	51% Completers employed after a year	15% First-generation
	N/A Median change in earnings upon completion	6% Skill-builders

HIGH SCHOOL DIPLOMA OR EQUIVALENT + ADDITIONAL TRAINING	
Bill and Account Collectors	\$15.77 - \$24.30
Billing and Posting Clerks	\$16.60 - \$23.79
Customer Service Representatives	\$14.41 - \$22.07
Data Entry Keyers	\$13.95 - \$19.48
Executive Secretaries and Executive Administrative Assistants	\$26.48 - \$38.61
First-Line Supervisors of Office and Administrative Support Workers	\$21.94 - \$34.79
Information and Record Clerks, All Other	\$17.58 - \$25.95
Insurance Claims and Policy Processing Clerks	\$14.66 - \$24.83
Insurance Sales Agents	\$18.63 - \$40.54
Legal Secretaries	\$17.56 - \$28.30
Loan Interviewers and Clerks	\$19.81 - \$29.05
Office and Administrative Support Workers, All Other	\$13.08 - \$23.62
Payroll and Timekeeping Clerks	\$17.45 - \$27.22
Property, Real Estate, and Community Association Managers	\$16.32 - \$40.98
Real Estate Brokers	\$19.27 - \$69.21
Real Estate Sales Agents	\$16.74 - \$48.19
Sales and Related Workers, All Other	\$14.88 - \$28.51
Sales Representatives, Services, All Other	\$16.37 - \$35.38
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$17.49 - \$39.95
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$16.27 - \$24.87
Tellers	\$13.83 - \$18.19
SOME COLLEGE OR POSTSECONDARY NON-DEGREE AWARD	
Hairdressers, Hairstylists, and Cosmetologists	\$11.00 - \$20.43



Business & Entrepreneurship Jobs & Wages

Business & Entrepreneurship

SCCRC Sample County

TOP JOBS THAT ARE ATTAINABLE WITH A COMMUNITY COLLEGE EDUCATION*

What jobs require a high school diploma + postsecondary training (e.g., certificate)?	How much will I earn per hour? Entry-level-----Median-----Experienced (25 th percentile-----50 th percentile-----75 th percentile)
Insurance Sales Agents	\$19.09-----\$25.68-----\$43.48
Real Estate Sales Agents	\$18.77-----\$28.08-----\$42.75
Property, Real Estate, and Community Association Managers	\$21.91-----\$28.77-----\$42.48
Maintenance and Repair Workers, General	\$15.09-----\$20.55-----\$27.13
What jobs require an associate degree or higher?	How much will I earn per hour? Entry-level-----Median-----Experienced (25 th percentile-----50 th percentile-----75 th percentile)
Securities, Commodities, and Financial Services Sales Agents	\$18.63-----\$24.84-----\$33.49
Personal Financial Advisors	\$40.37-----\$64.68-----\$93.81
General and Operations Managers	\$31.99-----\$46.71-----\$73.16
Financial Managers	\$45.27-----\$60.40-----\$77.89

Business & Entrepreneurship

SCCRC Sample County

Employment	Community College	Student Demographics
11,486 People employed		42% - Male 57% - Female
6% (724) 5-year projected job growth	1,450 Students Enrolled	89% Economically Disadvantaged
\$102,157 Average earnings per job	71% Completers employed after a year	39% First-generation
	+41% Median change in earnings upon completion	11% Skill-builders

Source: Cal-PASS Plus - Launchboard

Resilient Jobs

In response to the current COVID-19 crisis, the South Central Coast Center of Excellence for Labor Market Research (COE) analyzed online job postings between March and August 2020 to determine which occupations can be considered pandemic-resilient. This list of occupations was then compared to the top middle-skill jobs in the region from the full year prior to the pandemic (2019).

Pandemic Recovery and Resilient Jobs

Pandemic-Resilient Jobs: The South Central Coast COE reviewed more than 86,000 online job postings between March and August 2020 to identify the top 50 jobs in the region each month. During this period 77 occupations from the SOC system made the monthly top 50 jobs list at least once.

Top Middle-Skill Jobs: Over the full year prior to the pandemic (2019) the South Central Coast COE identified 143 top middle-skill jobs in the region.

Pandemic-Resilient Top Middle-Skill Jobs: Of the 77 pandemic-resilient jobs, 40% (30) were identified as middle-skill. All 30 of these middle-skill jobs were also top middle-skill jobs in the region the year prior to the pandemic (2019). Of the 143 top middle-skill jobs identified the year prior to the pandemic, 21% were identified as pandemic-resilient.

(Resilient Jobs, November 2020, p. 1)

Pandemic-Resilient Top Middle-Skill Jobs

High School Diploma or Equivalent

Sector	Occupational Title	Median Hourly Wage
Business and Entrepreneurship	Customer Service Representatives	\$18.34
Business and Entrepreneurship	First-Line Supervisors of Office and Administrative Support Workers	\$28.06
Business and Entrepreneurship	Insurance Sales Agents	\$26.48
Business and Entrepreneurship	Property, Real Estate, and Community Association Managers	\$26.18
Business and Entrepreneurship	Secretaries and Administrative Assistants - <i>Except Legal, Medical, and Executive</i>	\$20.62
Advanced Transportation	First-Line Supervisors of Mechanics, Installers, and Repairers	\$36.77
Retail, Hospitality, and Tourism	First-Line Supervisors of Food Preparation and Serving Workers	\$15.79
Retail, Hospitality, and Tourism	First-Line Supervisors of Retail Sales Workers	\$19.52
Retail, Hospitality, and Tourism	Food Service Managers	\$25.13
Health	Home Health Aides	\$16.05
Health	Medical Secretaries	\$20.00
Life Sciences and Biotechnology	Inspectors, Testers, Sorters, Samplers, and Weighers	\$20.39
Energy, Construction, and Utilities	Maintenance and Repair Workers, General	\$19.37
Multiple Sectors	Sales Representatives, Wholesale and Manufacturing - <i>Except Technical and Scientific Products</i>	\$28.88

Pandemic-Resilient Top Middle-Skill Jobs

Postsecondary Nondegree

Sector	Occupational Title	Median Hourly Wage
Advanced Transportation	Automotive Service Technicians and Mechanics	\$21.11
Health	Health Technologists and Technicians, All Other	\$25.63
Advanced Transportation	Heavy and Tractor Trailer Truck Drivers	\$23.63
Health	Licensed Practical and Licensed Vocational Nurses	\$27.67
Health	Medical Assistants	\$18.00
Health	Medical Records and Health Information Technicians	\$21.95
Health	Nursing Assistants	\$16.25

Exhibit 4: Additional Data on Pandemic-Resilient Top Middle-Skill Job (Resilient Jobs, November 2020)



Next Steps

K12 SWP Applicants

I have some innovative ideas around CTE, what do I do next?

1. Thinking about your high school's CTE course offerings, list where possible opportunities are to connect with the local CC
2. Reach out to your K12 PC to discuss and get support on building/improving a CTE Pathway
3. Ask your K12 PC for a point of contact at the CC
4. Your K12 PC can set up the meeting and attend if desired



Resources & Contacts

Helpful Links

K12 SWP Round 4 RFA

[South Central Coast Regional Consortium \(SCCRC\) Home Page](#)

SCCRC K12 SWP Resource Page

[SWP Overview, Strategic Plan, Recordings/Presentation Slides, Templates](#)

SCCRC Regional Strong Workforce Plan – January 2021

CCCCO K12 Information Site

[California Community Colleges K12 SWP Resources](#)

Centers of Excellence

[Regional workforce research customized for decision making & resource development](#)

NOVA

[K12 SWP data management, YouTube tutorials of common NOVA uses / tasks](#)

Helpful People

- Luann Swanberg, SCCRC Chair
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Support Sessions- how to log in?

What support can be offered?

September 17, 2021

Email questions which cannot be
answered by the RFA to
K12SWP@cccco.edu

CCCCO K12 Information Site



California Community Colleges

Thank you!



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