



# Chancellor's Business Council

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Santa Clarita Community College District  
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# Community Colleges: A Key to Economic Development

Community colleges:

- ▶ Boost California's economic growth
- ▶ Provide an edge in global competition
- ▶ Meet diverse industry needs
- ▶ Cultivate a positive business climate
- ▶ Create job training opportunities
- ▶ Help industries stay current, reinvent themselves, and compete for contracts.

# Economic Impact of COC

- ▶ College of the Canyons commissioned a study of its impact on the local, regional and state economies, and the value provided to students, society and taxpayers through the education it provides
- ▶ The study found:
  - The Santa Clarita Community College District Service Area economy annually receives roughly **\$70.1 million** in income due to COC operations. This is a conservative figure adjusted to account for monies that leave the economy or are withdrawn from the economy in support of the college.
  - COC skills translate to higher earnings for students and increased output of businesses. The added income attributable to the accumulation of COC credits in the workforce amounts to around **\$276.8 million** each year.

# Economic Impact of COC

## ▶ Students Benefit

- Education increases lifetime income. The average income at the career midpoint of someone with an associate's degree in the Santa Clarita Community College District Service Area is **\$49,300**, 35% more than a student with a high school diploma.
- Throughout his or her working career, the average COC student's discounted lifetime income increases by **\$4.60** for every dollar invested in COC.
- Students enjoy an attractive **14.7%** average rate of return on their COC educational investment, recovering all costs (including tuition, fees, and forgone wages) in 10.0 years.

# Economic Impact of COC

## ▶ Society Benefits

- Higher earnings of COC students and associated increases in state income expand the tax base in California by about **\$126.9 million** each year.
- California will see avoided social costs amounting to **\$7.1 million** per year due to COC students, including savings associated with improved health, reduced crime, and reduced welfare and unemployment.

# Economic Impact of COC

## ▶ Taxpayers Benefit

- State and local governments allocated approximately **\$61.6 million** in support of COC in FY 2009–10.
- For every dollar of this support, taxpayers see a cumulative return of **\$2.20** over the course of students' working careers (in the form of higher tax receipts and avoided costs).
- State and local governments see a rate of return of **7.7%** on their support for COC. This return compares very favorably with private sector rates of return on similar long-term investments.

# Community Business Survey

- ▶ **Connection to the College**
- ▶ The top three ways in which respondents indicated they are connected to the College are through:
  - Family members who have taken courses at the College (**49 percent**)
  - Employees who have taken courses at the College (**40 percent**)
  - Respondents who are/have been students at the College (**30 percent**)

# Community Business Survey

- ▶ **Supporting Businesses' Economic Health**
  - **Eighty-seven percent** of respondents “agreed” or “strongly agreed” that the College plays an important role in supporting local businesses' economic health.
  - **Eleven percent** of respondents indicated a “neutral” response regarding the College's role in supporting local businesses' economic health.



# Community Business Survey

- ▶ **Reliance on the College to Retain Competitive Workforce Skills**
  - Nearly half of respondents (42 percent) “agreed” or “strongly agreed” that their business relies on the College to ensure that their workforce has skills that are needed for their company to remain competitive.
  - **Thirty-four percent** of respondents indicated a “neutral” response regarding their reliance on the College to retain competitive workforce skills.

# Community Business Survey

- ▶ **Need for Occupational Training**
  - **Ninety–seven percent** of respondents “agreed” or “strongly agreed” that occupational training is critical to prepare students for the job market and to keep the workforce up to date.

# Community Business Survey

- ▶ **Participation in Fast Track Certification Programs**
  - **More than half** of respondents (**57 percent**) “agreed” or “strongly agreed” that their employees would utilize fast track certification programs if the College was to offer them.
  - **Thirty-five percent** of respondents indicated a “neutral” response regarding their employees’ participation in fast track certification programs should the College offer them.

# Community Business Survey

- ▶ **College Efficiency in Providing Skills Training for Local Businesses' Employees**
  - **Eighty-two percent** of respondents “agreed” or “strongly agreed” that the College is doing a good job providing training so local businesses can upgrade the skills of their employees and expand their workforces.
  - **Fifteen percent** of respondents indicated a “neutral” response regarding the College’s efficiency in providing training so local businesses can upgrade the skills of their employees and expand their workforces.

# Community Business Survey

- ▶ **College Efficiency in Providing Training and Business Advisory Services**
  - **Two-thirds** of respondents (**67 percent**) “agreed” or “strongly agreed” that the College is doing a good job providing training and business advisory services so local business owners and entrepreneurs can develop the skills they need to start and grow their businesses.
  - **Twenty-seven percent** of respondents indicated a “neutral” response regarding the College’s efficiency in providing training and business advisory services so local business owners and entrepreneurs can develop the skills they need to start and grow their businesses.

# Community Business Survey

- ▶ **Need for the College to Offer More Classes to Meet Local Workforce Needs**
  - **More than half of respondents (57 percent)** “agreed” or “strongly agreed” that the College needs to offer more classes to meet local workforce needs.
  - **Forty-two percent** of respondents indicated a “neutral” response regarding the need for the College to offer more classes to meet local workforce needs.

# Community Colleges: A Key to Economic Development

- ▶ Because community colleges are locally governed, we can be agile, flexible, and timely in developing and delivering training and education programs and services
- ▶ We are where the action is – 112 colleges and 54 centers in every part of the state
- ▶ We are accessible – Our doors are open to everyone
- ▶ We can respond quickly to change
- ▶ We are the area of public higher education in California that does technical training

# Our Economy Is Counting On Us

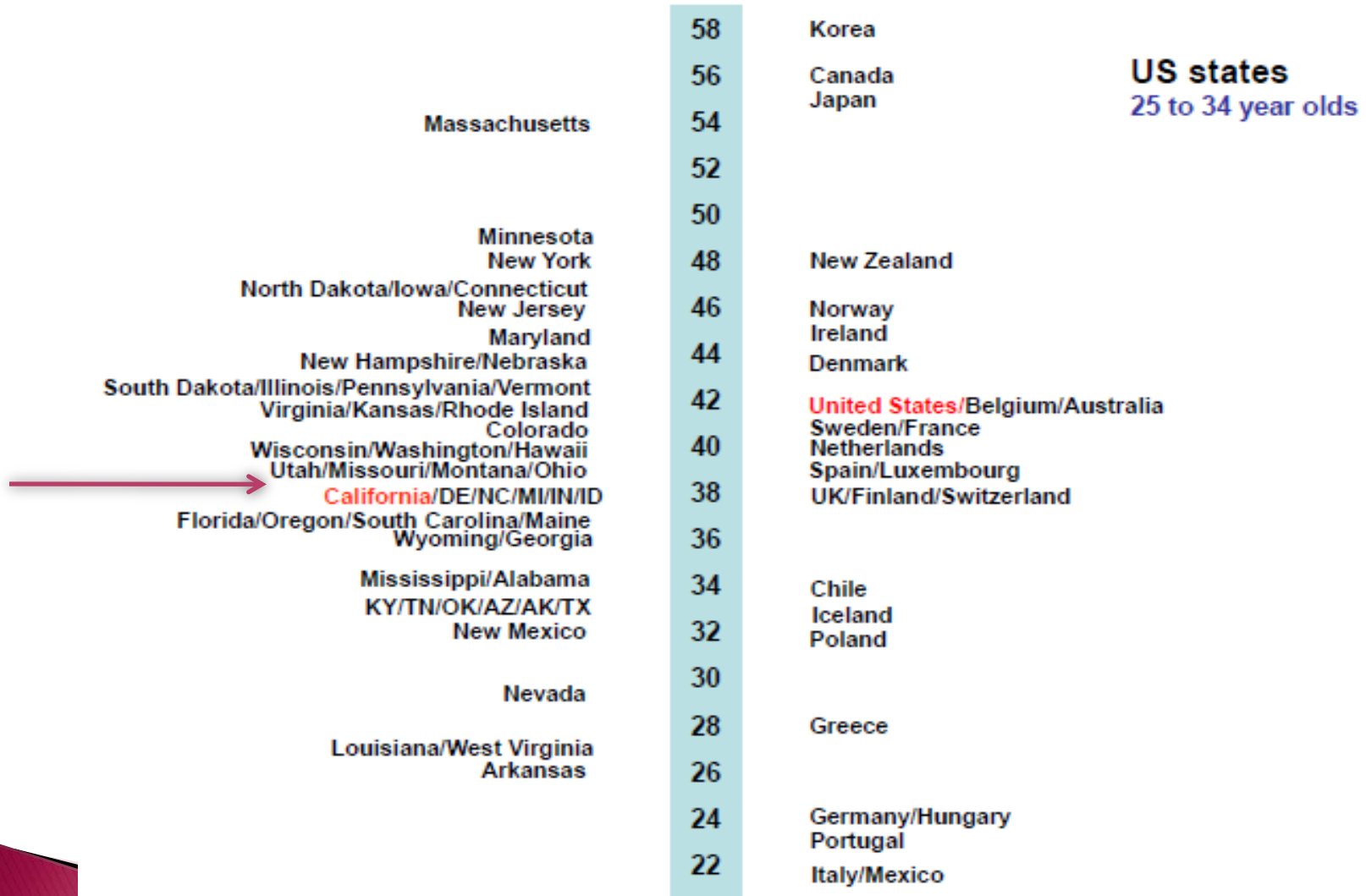
- If just 2 percent more of Californians earned AA degrees and 1 percent more earned a BA/BS, our state's economy would grow by \$20 billion, state and local tax revenue would increase by \$1.2 billion a year, and 174,000 jobs would be created
- The Federal government reports that people with an associate degree earn \$9,100 more per year compared to people with only a high school diploma
- In California, community college certificate earners see their income increase by 87 percent in three years.



# Our Economy Is Counting On Us

- Over a lifetime, the U.S. Census Bureau reports that associate degree recipients will earn 33 percent more than individuals with only a high school diploma (\$1.6 million versus \$1.2 million, respectively)
- Students who go on to earn bachelor's degrees will earn 75 percent more than individuals with only high school diplomas (\$2.1 million versus \$1.2 million, respectively)

# California and the US lag in degree completion



# Our Nation Is Counting On Us

- If current trends persist, California faces a shortage of 1 million college graduates needed for the workforce by 2025
- Growth in science and engineering Bachelor of Science degrees
  - USA – 16 percent                      China – 238 percent
- The companies on the S&P 500 generate 46% of their profits outside the U.S., and for many of the biggest American names, the proportion is much higher.
- Coca-Cola CEO Muhtar Kent says: "We are a global company that happens to be headquartered in Atlanta"

# Our Nation Is Counting On Us

## We have lost our competitive edge!

- China and India have added literally hundreds of millions of new workers to the global labor pool, producing the same goods and services as Western workers at a fraction of the price
- Nearly 40% of U.S. graduate degrees are awarded to foreign students who return to their home countries, taking that competitive edge with them.
- America has 19 of the top 20 Universities in the world today, but ranks 52<sup>nd</sup> in the world in quality of science and math education
- Between 2010 and 2020 it is estimated that the United States will lack the qualified talent to fill anywhere from 12 to 24 million essential jobs throughout our economy due to a lack of technically skilled workers

# This is a different recession

More than half the jobs lost in the current recession are permanently lost. The jobs of the future are not the jobs of the past, and we have to be ready to train people for those new jobs.

## Percent of layoffs that are permanent

Source: Bureau of Labor Statistics, CNBC



# So What Are We Doing to Make An Impact?

- College of the Canyons serves businesses in a variety of industries:
  - Aerospace
  - Manufacturing
  - Biotechnology
  - Technology
  - Health Care
  - Energy
  - Film & Entertainment
  - Public Safety



How have we done so?

# Meeting Diverse Industry Needs

- ▶ Just last month the Economic Development Division at COC secured more than **\$1 million** in funding to support local businesses

CNC Machining Training	\$185,500
Aerospace Precision Assembly	\$185,500
Biomedical Precision Assembly	\$221,000
SBDC State “Match” Funds	\$150,000
SBDC Performance Bonus Funding	\$75,000
SBDC Technology Incubator Funding	\$130,000
SBDC Entertainment Focused Funding	\$130,000
<b>TOTAL</b>	<b>\$1,077,000</b>

- We also received a new Employment Training Panel contract that will make new training opportunities available to local employers



# Meeting Diverse Industry Needs

- ▶ Cooperative Work Experience Education (CWEE)
  - College's internship program gives students an opportunity to earn college credit and applicable work experience.
  - CWEE provides businesses access to talented, motivated COC students.
  - Research shows that interns find jobs faster and earn more money than their classmates.
  - Nearly 69% of students who had internships with a company were offered full-time positions by the same company.



# Meeting Diverse Industry Needs

- ▶ **New Programs Approved in 2010/2011 Academic Year:**
  - Nursing: Career Ladder LVN to RN A.S. Degree
  - Nursing: Registered Nurse A.S. Degree – These Nursing degrees already existed but were re-written as new to meet accreditation standards set out by the National League for Nursing Accrediting Commission (NLNAC)
  - Electronic Systems Technology – Residential Applications A.S. Degree
  - Skills for Healthy Aging Resources and Programs (SHARP) Certificate of Specialization
  
- ▶ **New Programs scheduled to be approved this semester**
  - Environmental Sciences A.S. Degree
  - Environmental Studies A.A. Degree
  - Risk Management and Insurance A.S. Degree
  - Electromechanical Systems A.S. Degree
  - Geographical Information Systems Technician Certificate of Achievement
  - Medical Office Administrative Assistant Certificate of Specialization
  - Plumbing Technology Certificate of Achievement
  - Psychology A.A. Transfer Degree (to comply with SB 1440)
  - Sociology A.A. Transfer Degree (to comply with SB 1440)

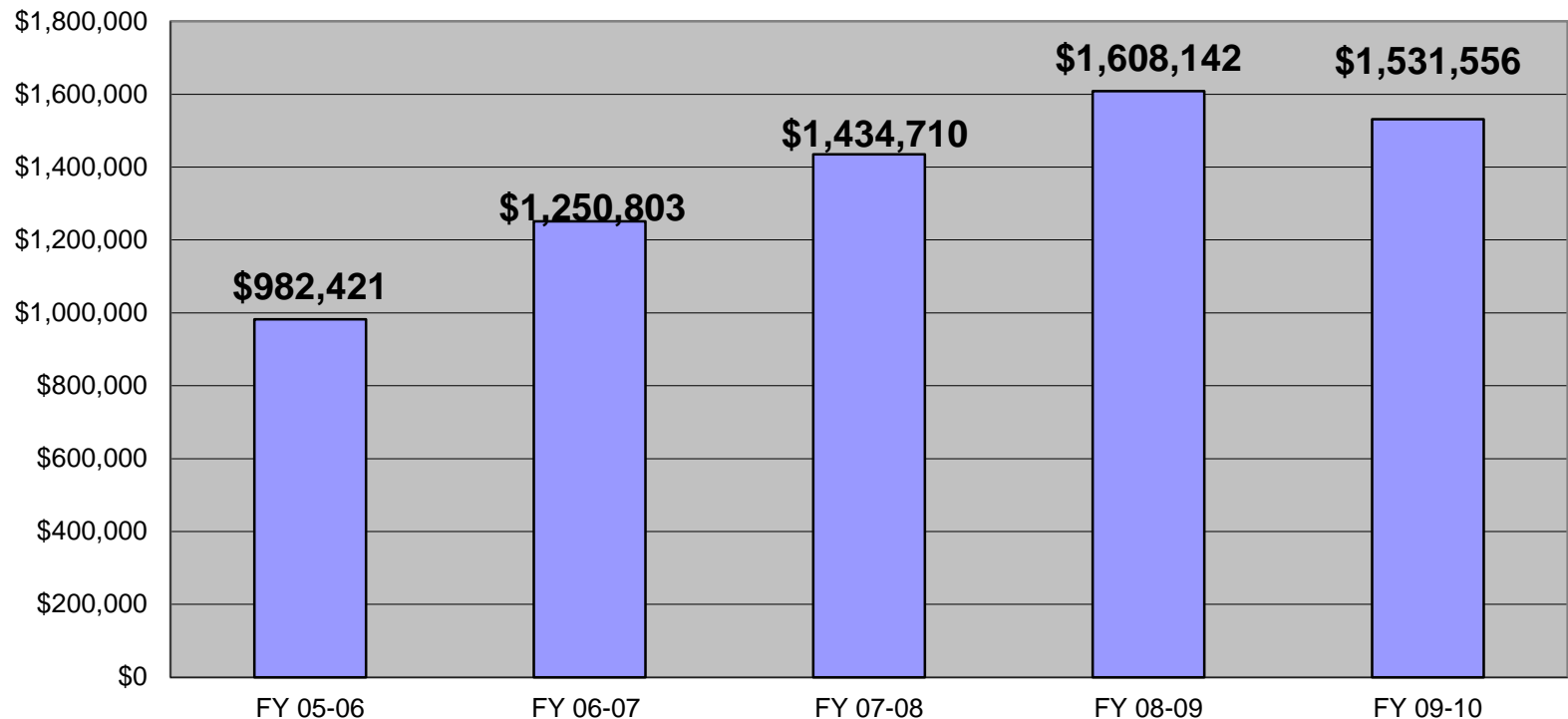
# Meeting Diverse Industry Needs

- Services and programs available for regional business and industry include:
  - Employee Training Institute
  - Small Business Development Center
  - Young Entrepreneur Program
  - Centers for Applied Competitive Technologies
  - Manufacturing Education Center
  - i3 High Tech Business Incubator
  - Non-Profit Leadership Network
  - University Center – Continuing Education

# Meeting Diverse Industry Needs

College of the Canyons has generated \$13.1 million in revenue since 1992 to support local business training needs

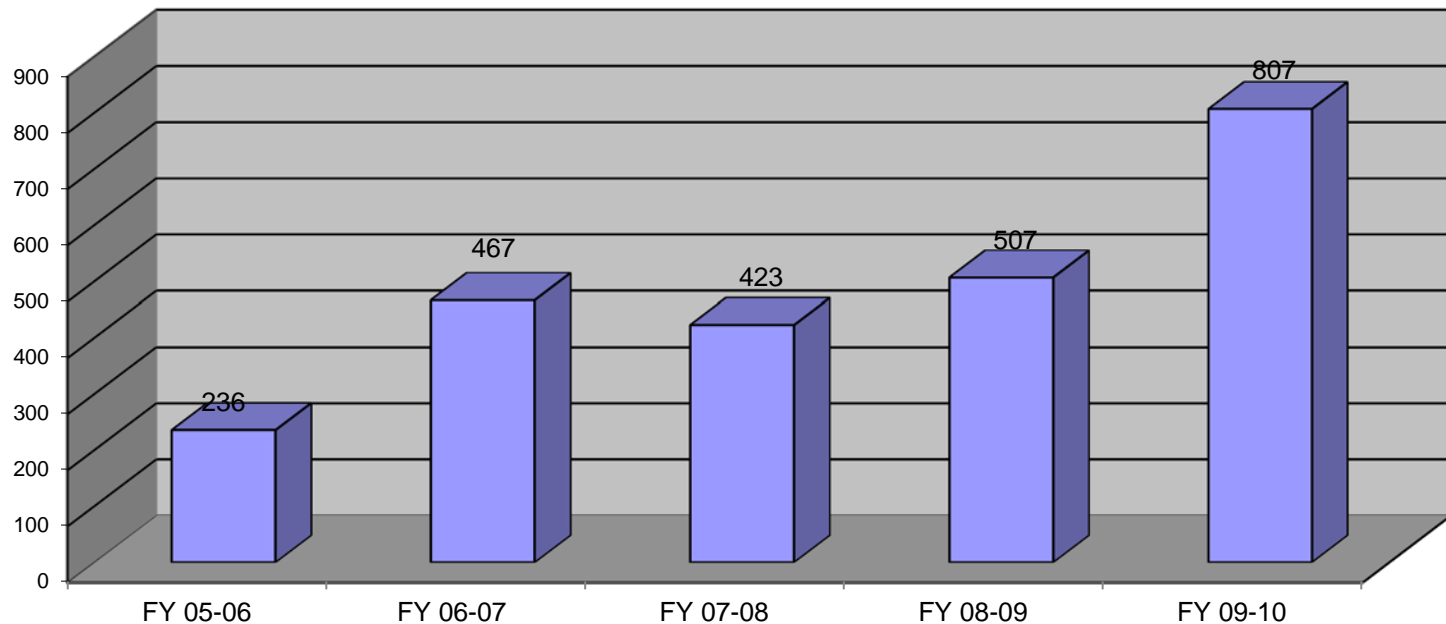
**Contract Education & Grant Revenue**  
Economic Development/CACT/Employee Training Institute/SBDC



# Meeting Diverse Industry Needs

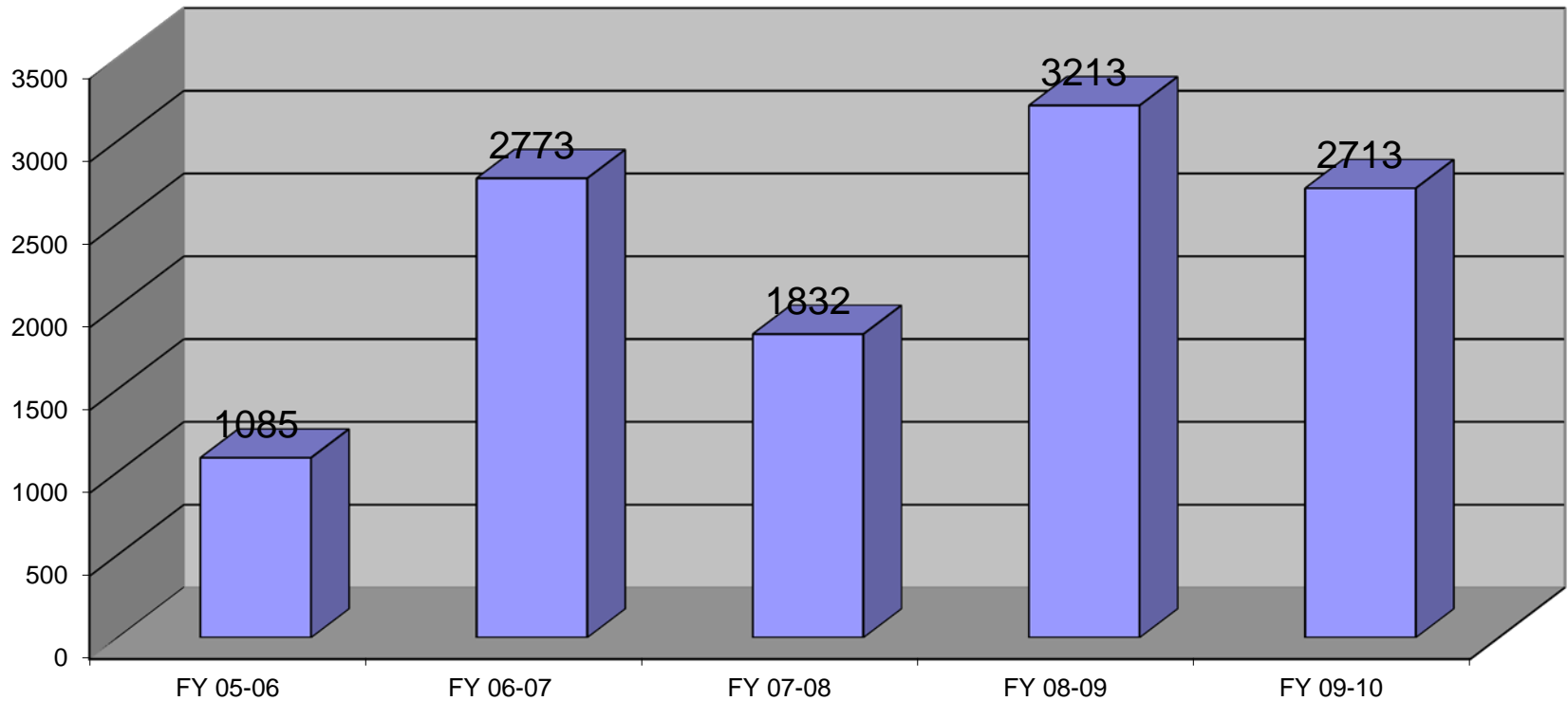
- College of the Canyons has served 18,467 employees at 3,020 companies since 1992 through its Economic Development Division

**ECONOMIC DEVELOPMENT  
ETI/CACT/SBDC EMPLOYERS SERVED**



# Meeting Diverse Industry Needs

## ECONOMIC DEVELOPMENT ETI/CACT/SBDC NUMBER OF PARTICIPANTS SERVED



# Meeting Diverse Industry Needs

- **Employee Training Institute**
  - From organizational and individual assessments, professional and organizational development, and skills improvement for employees, classes and services are offered on site or at our training centers
  - Classes are scheduled before, during, or after business hours on weekdays, or weekends throughout the year
  - The programs can be short or long-term, a single workshop, or a series that runs several months
  - In the last five years, ETI has served 3,604 employees at 313 companies, and generated \$1.9 million in revenue to support training offerings

# Meeting Diverse Industry Needs

- **Small Business Development Center**
  - Served as overall Top performing SBDC in the SBA LA. In 2010:
    - \$7.3 million in capital raised
    - 274 jobs created
    - 35 businesses started
    - \$15.7 million increase in sales this year
  - Sponsored two major conferences – SBDC/YEP Dream & Discover Conference & the SBDC/ATI Health Insurance Solutions Conference with over 300 participants and
  - Commenced the Fall Young Entrepreneur's Program – over 75 participants at kickoff meeting

# Meeting Diverse Industry Needs

## ▶ Young Entrepreneurs Program

- YEP! provides a unique combination of training and seminars aimed at our future business leaders – young people currently between the ages of 14–27
- YEP! is diverse in its outreach and delivery methods, with websites, social networking sites, virtual reality games, youth-oriented trainers and business simulation projects designed to teach business management, finance, marketing, sales and e-commerce skills to young entrepreneurs
- Students learn business skills and increase their understanding what it takes to be self-employed, and what it takes to be a great employee
- They also develop life management and problem-solving skills



# Meeting Diverse Industry Needs

- Center for Applied Competitive Technologies
  - Offers technology education, manufacturing training, and consulting services that contribute to continuous workforce development, technology deployment and business development
  - Assists businesses to improve employee safety and reduce hazards, increase productivity and reduce waste
  - In the last five years, CACT has generated \$906,230 in grant revenue and served 157 companies

# Meeting Diverse Industry Needs

- **Manufacturing Education Center**
  - State-of-the-art technology demonstration laboratory hosted at Aerospace Dynamics International, a local manufacturing company
  - Also includes top-of-the-line computer based training classrooms which include the software needed by our local high-tech industries and the hardware necessary to power them
  - \$6 million investment on the part of ADI

# Meeting Diverse Industry Needs

- **i3 High Tech Business Incubator**
  - Works in conjunction with our SBDC to provide entrepreneurs developing technology-based products or services with the resources and support necessary to launch and grow a successful business
  - Provides business advisory and mentoring services as well as connections to local and regional organizations and companies focused on enhancing the entrepreneur's probability for long-term success
  - The incubator has generated \$655,813 in grant revenue and served 35 companies over the past five years

# Meeting Diverse Industry Needs

- **Nonprofit Leadership Network**
  - Spinoff of the Chancellor's Business Council
  - Encourages cooperation, rather than competition, among local organizations
  - Provides leadership development and networking opportunities for the Santa Clarita Valley non-profit community
  - Grass-roots organizational effort was launched this past August
  - Now serves as a coalition of more than 100 local nonprofit agencies and organizations
  - Group meets monthly to strengthen local non-profit organizations, which helps us all

# Meeting Diverse Industry Needs

via the University Center – Upper Division and Graduate Access



# Meeting Diverse Industry Needs

- ▶ When we launched the project, surveys showed 90 percent of businesses believed the University Center was important or very important to the development of the Santa Clarita Valley for ongoing education and training
- ▶ When we followed up and asked about the current training and professional development needs of their workforce, and their needs over the following three to five years, more than 95 percent checked one or more of the bachelor's degree programs, and more than 88 percent checked one or more master's degree programs that were on our list at the time



# Meeting Diverse Industry Needs



## ▶ American College

- Chartered Financial Consultant® Designation
- Prepare for the CFP® Certification Examination
- Chartered Life Underwriter® Designation
- Chartered Advisor for Senior Living® Designation

## ▶ Brandman University

- B.A. in Applied Studies
- B.A. in Criminal Justice
- B.A. in Legal Studies
- B.A. in Psychology
- B.A. in Social Science
- B.S. in Computing Technologies
- M.A. in Psychology w/ Marriage & Family Therapy Emphasis



# Meeting Diverse Industry Needs

## ▶ Cal State Bakersfield



- B.A. in Communications
- B.A. in Economics w/ Emphasis in Marketing
- B.A. in English
- B.A. in Liberal Studies
- B.A. in Sociology
- Multiple Subject Teaching Credential
- Single Subject Teaching Credential

## ▶ Cal State LA

- B.S. in Manufacturing
- B.S. in Engineering (Fall 2011)





# Meeting Diverse Industry Needs

## ▶ Cal State Northridge

- M.P.A. in Public Administration



## ▶ National University

- B.S. in Nursing



## ▶ UCLA Extension

- TESOL Certificate Program
- Fundraising Certificate Program
- Fitness Instruction Certificate Program
- Ryan Designated Subjects Adult Education Teaching Credential

The logo for UCLA Extension, consisting of the text "UCLA Extension" in white on a blue rectangular background.

UCLA Extension

# Meeting Diverse Industry Needs

## ▶ University of La Verne

- B.A. in Business Administration
- B.S. in Child Development
- B.S. in Organizational Management
- Pupil Personnel Services Credential
- Special Education Level I and II Credential
- Preliminary Administrative Services Credential
- M.A. in Business Administration
- M.A. in Educational Management
- M.A. in Educational Administration
- M.S. in Leadership Management
- M.A. in Special Education
- M.S. in Ed. Counseling; Pupil Personnel Services: School Counseling Credential
- M.Ed. in Ed. Management; Preliminary Administrative Services Credential



39 degrees and more on the way, like  
Engineering and Social Work!

# Key Partnerships

- ▶ Henry Mayo Newhall Memorial Hospital
  - Funds cost of a full-time nursing instructor (\$100,000+ per year), hosts classes on the hospital campus, and provides clinical hours needed by students



# Key Partnerships

## ▶ WorkSource Center

- Partnership between Goodwill Southern California, Employment Development Department (EDD), County of Los Angeles Community and Senior Services, College of the Canyons and Department of Rehabilitation
- Provides no-cost services to help match job seekers with employment opportunities
- Career Services is coordinating with WorkSource Center to benefit students
- 40% of COC students are eligible for WorkSource Center services



# Key Partnerships

- ▶ Santa Clarita Valley Economic Development Corporation
  - The SCV EDC is housed in the University Center, creating a unique synergy with the college's Economic Development programs
  - Working together, we support local business start-up and expansion, as well as the attraction of companies and industries that offer high value jobs
  - Doing so strategically positions our community and businesses to better compete in the global economy and to facilitate the creation of high-paying jobs for our workforce.



# What's New?

- ▶ **Fast Track Training Institute**
  - Institute will provide training to lead to rapid employment.
  - Training will be complete in 9 months or less.
  - Aimed at offering students an alternative to expensive proprietary schools.
  - Ad hoc committee explored different offerings to see what is most in demand and most feasible for us to offer.

# What's New?

- ▶ California Regional Consortium for Engineering Advances in Technical Education (CREATE) Renewable Energy Regional Center
  - COC received \$3 million in funding from the National Science Foundation to establish the center
  - It will create new curriculum, perform outreach in local junior high and high school classrooms, and introduce renewable energy curriculum examples to local teachers.
  - Funding will also develop renewable energy programs and workforce training at the consortium's partner colleges, which include: Cuesta, Cerro Coso, Allan Hancock, Santa Barbara City, L.A. Pierce, Moorpark, Oxnard, Merced and Porterville; California State Universities in Los Angeles, Fresno and Channel Islands; and University of California, Davis.



# What's New?

- ▶ Applied Technology Center at CCC
  - Under construction now and scheduled to open in Fall 2011
  - Will house our Automotive Tech program, along with:
    - Green Construction Technology
    - Building Inspection
    - Landscape Management/Maintenance
    - Land Survey
    - Electrical, Plumbing, Carpentry, and HVAC trades
    - Alternative Energy Management (Solar Panel Technology Training)



# What's New?

- ▶ Paramedic to Registered Nurse Training Program
  - Developed with Workforce Investment Act grant funding through the state Chancellor's office.
  - Innovative concept allows students to “challenge” out of the third and fourth semester medical surgical courses of the nursing program based on their prior work experience.
  - Creates new pathway to help students move up health care career ladder
  - Provides more nurses in a field experiencing a shortage of qualified employees

# What Outcomes Have We Achieved?

Thanks to the power of partnerships, the results of serving our business community are far-reaching.

- ▶ Enhanced visibility and recognition
- ▶ Willingness to partner with us on grants
- ▶ Support for advocacy efforts
- ▶ Enthusiastic participation in Foundation
- ▶ Support for two local bond measures
- ▶ A trained workforce
- ▶ Jobs saved and more created

»» Questions?