



California Community Colleges

# Connecting the Dots: Data, Planning, and Student Success for the Strong Workforce Program

CCCAOE Spring 2023

April 18, 2023

Bitly link for PPT: <https://bit.ly/SWPCCCAOES23>

# Agenda

- 9:30-9:45 Welcome and Framing: Dean LaCandice Ochoa
- 9:45-10:10 Accountability and Strategies for Data Use to Align, Plan, and Evaluate
- 10:10-10:30 Activity: Regional Plan and Local Context Framing
- 10:30-10:45 Break
- 10:45-11:00 Comparisons, SMART goals, Equity
- 11:00-11:45 Activity: Scenario for an Investment and Group Activity
- 11:45-11:55 Report Out and Closing

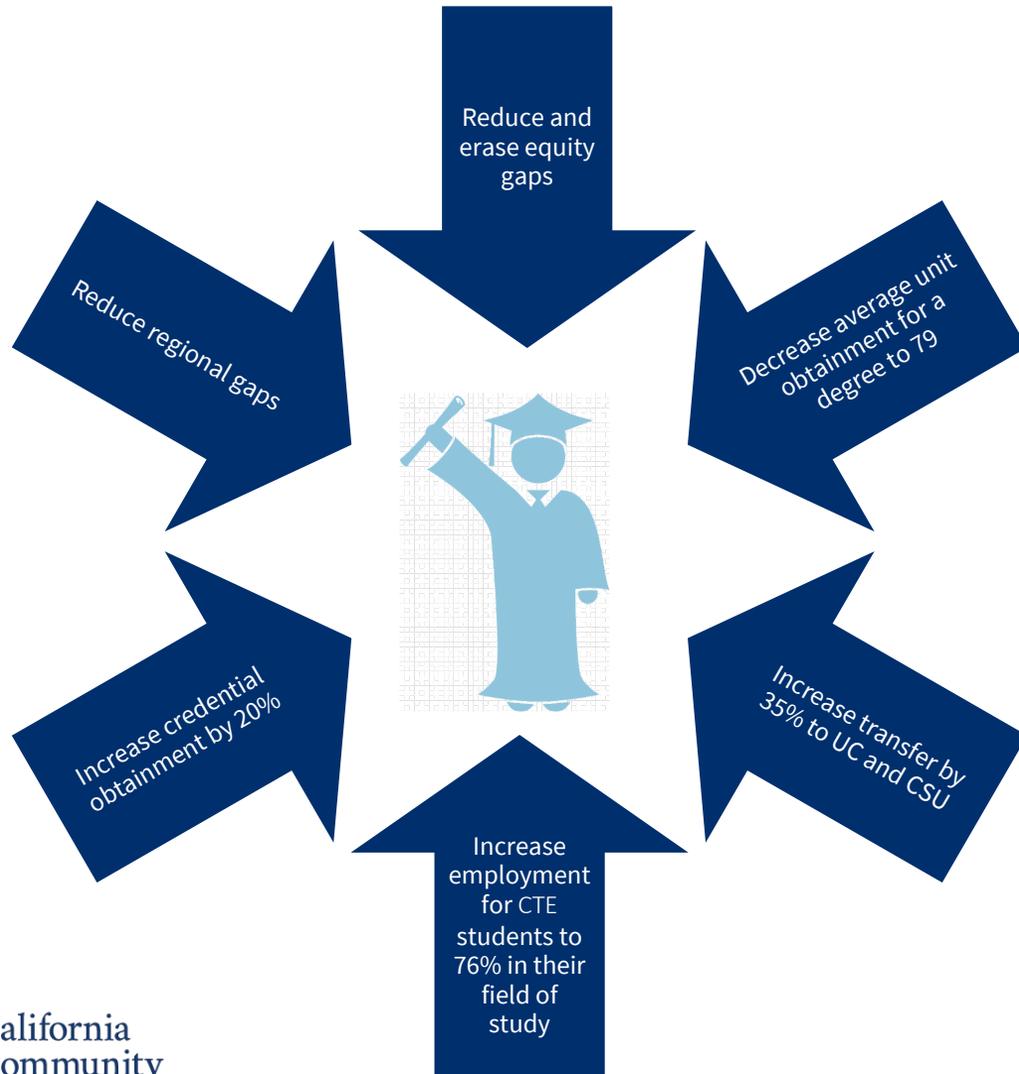
# Objectives

1. Gain an understanding of how SWP metrics align with ***Vision for Success***
2. Learn strategies for how to incorporate SWP metrics and related data into local and regional planning processes
3. Support use of data, inquiry, and evidence through the review of student outcomes



# Overview of the Strong Workforce Program

# Vision Goals



# Vision Commitments

1. Focus on students' goals
2. Design with the students' experience in mind
3. High expectations and high support
4. Foster use of data and evidence
5. Own student performance
6. Thoughtful innovation and action
7. Cross-system partnership

70% postsecondary degree  
and certificate attainment  
among working-aged  
Californians by 2030



# “More, Better CTE”

- Investment by the Legislature during FY 2016-17 in workforce training with the goal of increasing the number of middle-skill workers.
- The “**more**” is increasing the number of students enrolled in programs leading to high-demand, high-wage jobs.
- The “**better**” is improving program quality, as evidenced by more students completing or transferring programs, getting employed or improving their earnings.

Office of Equitable  
Student Learning,  
Experience, and Impact  
**CORE FUNCTIONS**

- 1. Data & Research**
- 2. Technology Infrastructure and Investments**
- 3. Funding & Contract Management**
- 4. Field Guidance & Implementation**
5. Innovations for System Change (Proof of Concept Pilots)
6. Policy & Regulatory Actions
7. Partnerships & Network Development
- 8. Technical Assistance & Professional Development**
9. Participatory Governance & Advisory Committees
10. Strategic & Operational Communication

# Chancellor's Office Role in Implementing the Strong Workforce Program (SWP)

## [Education Code Sections 88820 - 88833](#)

- **Facilitate** the development, implementation, and sharing of CTE effective practices, curriculum models and courses, and community college credentials, certificates, degrees, and programs statewide.
  - **Provide** accessible performance and labor market data that can be used to support the implementation of the SWP and related efforts to align regional workforce and education programming with regional labor market needs.
  - **Ensure** that community college district SWP expenditures are focused on improving student success and workforce outcomes for all students enrolled in community college CTE courses, programs, and pathways.
- **Facilitate** = Field Guidance & Implementation
  - **Provide** = Data & Research + Technology Infrastructure and Investments (Launchboard)
  - **Ensure** = Funding and Contract Management

# Statewide SWP Supporting Cast

- **Regional Consortia** - establish regional strategic priorities, administer state and federal funding; form industry and public private partnerships; and review curriculum and approve proposals for Career Education programs.
  - <https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Workforce-and-Economic-Development/regional-consortium-chairs>
- **Centers of Excellence** - provide customized data on high growth, emerging, and economically-critical industries and occupations.
  - <https://coecc.net/>
- Both the Regional Consortia and Centers of Excellence are funded by the Chancellor's Office, Workforce and Economic Development Division.

# SWP Regional Plan Requirements

- Regional Plans are due to the Chancellor's Office by January 31 of every fourth year of a four-year plan cycle.
  - **We are currently in year three of a four-year cycle (FY 2022-23).**
- Regional Plans should provide accessible performance and labor market data that can be used by community college districts and their regional partners to support the SWP implementation and any related efforts to align regional workforce and education programming with regional labor market needs.
- Regional Plans should certify that the use of SWP funds will meet the intent of the program and accomplish the following:
  - **Increase the number of students in quality CTE courses, programs, and pathways** that will achieve successful workforce outcomes.
  - **Increase the number of quality CTE courses, programs, and pathways** that lead to successful workforce outcomes, **OR invest in new or emerging CTE courses, programs, and pathways** that may become operative in subsequent years and are likely to lead to successful workforce outcomes.
  - **Current SWP Regional Plans:**  
<https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Workforce-and-Economic-Development/Strong-Workforce-Program>

# Stakeholders to Engage in Regional Planning Efforts

*\*This is not an exhaustive list.*

Regional  
Consortiums

Community  
Colleges

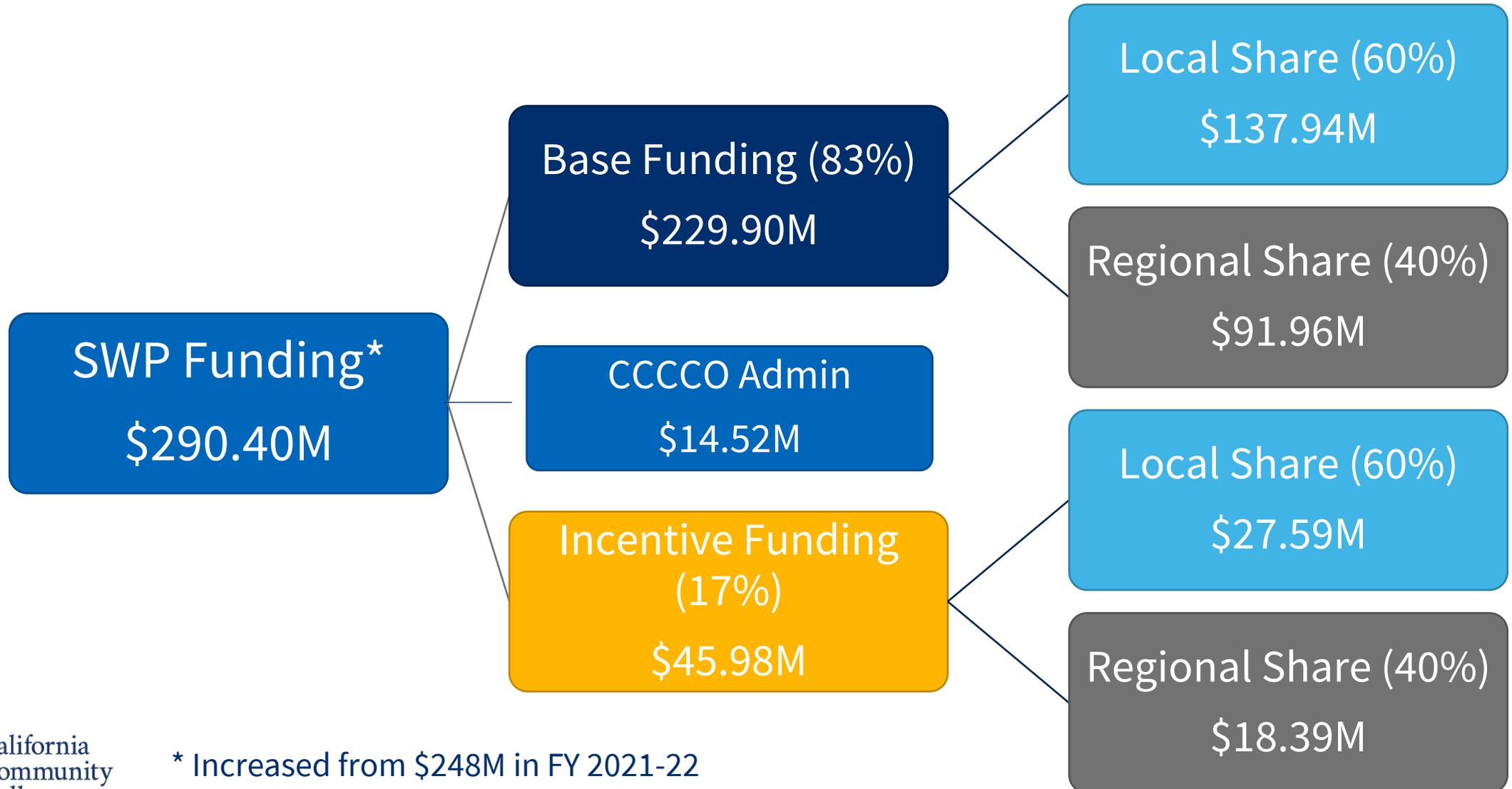
Regional Efforts  
formed pursuant  
to WIOA

Industry  
Partners

Local Education  
Agencies

Public  
Universities

# 2022-23 SWP Funding Model



# Taking Action



# Using data to connect the dots and align with a focus on **STUDENTS**

- Vision for Success
- Accountability
- Four-Year Strategic Regional Plans
- Local Priorities



# Accountability through Student Centered Funding Formula and Strong Workforce Program Metrics

- The **Student Centered Funding Formula's (SCFF) metrics** are in line with the goals and commitment set forth in the California Community Colleges' *Vision For Success* and can have a profound impact in **closing achievement gaps and boosting key student success outcomes.**
- Strong Workforce Program metrics **are aligned** with the Student Success Metrics, which are aligned to the SCFF student success allocation **EXCEPT** where the Chancellor's Office has determined not to align.
  - Only one significant example: Transfer to a Four-Year

# Accountability to the Legislature

The SWP Dashboard provides data that:

- Measures progress on Strong Workforce Program goals, aligned to Vision for Success and reported to the legislature
- Measures progress toward regional workforce development goals, as outlined in Strong Workforce Program
- Determines 17% SWP Incentive Funding Allocation

# System Accountability Metrics are Similar and Aligned

Metric Type	Metric	Vision Goals	Funding Formula (SCFF)	Student Success Metrics	SWP (17% Incentive Funding)
<b>Progress</b>	Earned 9+ CTE Units in the District in a Year		X	X	X
↓	Noncredit Workforce Milestone at the College in a Year			X	X
↓	Completed Transfer-Level Math & English in the District in the First Year		X	X	
<b>Success</b>	Average Number of Units for Associate Degree Earners	X		X	
↓	Students Who Earned a Degree or Certificate (over 8 or 16 units or 48 hours) or Attained Apprenticeship Journey Status in the District in the Year	X	X	X	X
↓	Transferred to a Four-Year Institution (NOT EXACTLY ALIGNED)	X	X	X	X
<b>Employment</b>	Job in Field of Study from CTE Outcomes Survey	X		X	X
<b>Earnings</b>	Median Annual Earnings			X	X
↓	Median Change in Earnings			X	X
↓	Living Wage Attainment		X	X	X

# Why do these data matter for students?

## Number of students

- Identify ways to connect with students to increase enrollments
- Improve recruitment to get more students engaged
- Identify and address equity gaps

## 9+ CTE Units and Workforce Milestone

- Indicate if there are barriers or disconnects where students get off route to achieve their goals

## Completion and transfer

- Indicate whether students completed their journey or continued their journey at a four-year

## Employment and earnings

- Tells us what happens to students once they leave the college
- Indicates whether we are delivering on promises of economic mobility

# How can these accountability metrics help Guide investments?

- Choosing/determining local efforts for improvement
- Compare results for different populations at your college
  - Note any differences for further investigation to see if there are potential disproportionate impacts for any populations
- Compare college results to statewide, region, district or other colleges with similar student demographics
  - Note any metrics where your college may be underperforming or doing well
- If there is already an effort underway or if there is a local champion for a cause, data can help make the case that effort is justified and that results are measurable

# How can these accountability metrics help Evaluate investments?

- What key metrics might show an improvement from the effort undertaken?
- Is a particular group of students targeted?
- When would the anticipated effect show up in the data?
- How does the data displayed on the dashboard compare to data available locally at our college or district?
- Are our assumptions about observed changes valid? Does the metric capture and measure what we think it does?



# Strategies for Data Use to Align, Plan and Evaluate

# Strategies

## Explore

- 4-Yr Regional Plans
- Labor Market Info:
  - Centers of Excellence
  - Lightcast: buy a license or Community College Pipeline (free)
  - [O\\*NET OnLine](#) (free)
- LaunchBoard
- Industry & other partners
- Other local data
- Other CO Data: [COCI](#) and [Datamart](#)

## Compare

- Benchmarking feature in SWP
- Comparison feature in SWP and Community College Pipeline (CCP)
- Equity Gap charts in CCP

## Establish SMART goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound
- Dashboards aligned to systemwide accountability metrics focused on student outcomes

# Exploring Labor Market Information

1. Centers of Excellence for Labor Market Research: <https://coeccc.net/>
2. Lightcast (formerly) Emsi
  - Purchase license to explore on your own
  - Use data in Community College Pipeline (CCP) including a TOP-SOC crosswalk to display number of jobs, annual openings, median annual earnings, skills, qualifications & employers aligned with TOP4, TOP6, and sectors (through a MOU with CO & Lightcast)
3. O\*net OnLine from U.S. Department of Labor/Employment and Training Administration (USDOL/ETA) BUT it is national data with some CA data
  - **Amazing** free source for exploring Standard Occupational Codes (SOC) to see detailed description of jobs, job titles, KSAs, job openings and wages
4. Other Sources: local advisory boards, regional workforce development boards

# Exploring Other Chancellor's Office Resources

1. Chancellor's Office Curriculum Inventory System (COCI)
  - You do not need a login to access programs and courses at any college
  - Valuable information to understand “Active” programs and courses
  - Link to [homepage](#) for programs and courses
2. Chancellor's Office Datamart
  - Link to [Datamart](#)
  - Downloadable reports on Students, Courses, Student Services, Outcomes, Faculty & Staff for any college, district or statewide
  - Caveats:
    - Data is NOT available at the sector or regional level
    - NOT aligned with more recent CO efforts like the Student Centered Funding Formula and Student Success Metrics

# Exploring The LaunchBoard



The LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. [Find out more about the LaunchBoard dashboards here.](#)

**California Community Colleges** | **Student Success Metrics**

**Student Success Metrics Dashboard**  
View student progression along various educational journeys, from recruitment to completion, transfer, and the workforce.

[Explore](#)

**Community College Pipeline**  
Community college offerings, student characteristics, milestones, completion, and employment outcomes to support program review and planning.

[Explore](#)

**Adult Education Pipeline**  
Comprehensive, multi-level data on student demographics, enrollment, outcomes, types of services received, and employment using new adult education data and accountability metrics.

[Explore](#)

**Strong Workforce Program**  
Completion and employment data for examining long-term outcomes.

[Explore](#)

**K-14 CTE Transitions**  
Examine outcomes for high school CTE students after they enroll in community college.

[Explore](#)

**Four Pillars of Pathways**  
First-year momentum points for evaluating college redesign efforts.

[Explore](#)

**Resources**  
Access infographics, short videos, and guides to learn how to use LaunchBoard information to support educational improvement efforts.

[Explore](#)

Developed in Partnership With



# Where does the data in the LaunchBoard come from?

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**Student and program** term and annual files (submitted by college institutional research offices to the Chancellor's Office MIS)

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**Employment and earnings** data from Employment Development Department

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**Employment outcomes** from the CTE Outcomes Survey administered by Santa Rosa Junior College

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**Labor market information** and online job postings data from Lightcast (formerly EMSI) in Community College Pipeline

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**K12 information** from CALPADS for K12 SWP

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**K12 Adult Ed** information from CASAS for Adult Education Pipeline

# Overview of Dashboards in the LaunchBoard

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**Strong Workforce Program**—displays data for CTE students on all CTE programs, industry sectors and individual programs (using the four- and six-digit Taxonomy of Program coding).

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**Community College Pipeline**—is the most comprehensive dashboard with nearly 150 metrics, offering views of students at the industry sector and program level.

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**Student Success Metrics**—showcases student progression along various educational journeys, from recruitment to completion, transfer and the workforce for a Cohort and Snapshot view

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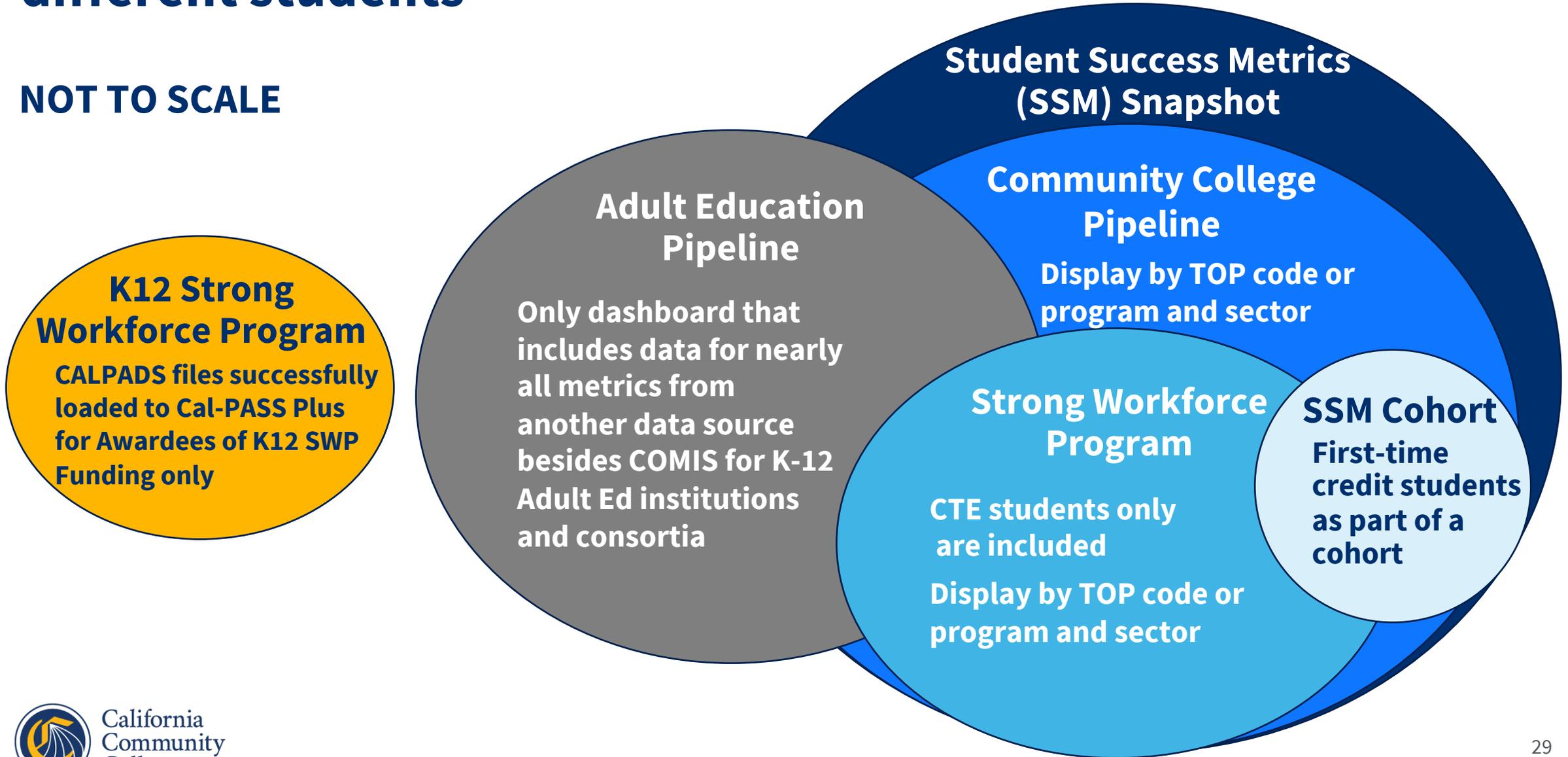
**Adult Education Pipeline**—displays data for K-12 adult education and community college noncredit student journeys, including progress, transition, completion and workforce outcomes.

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**K12 SWP**—displays data for students enrolled in grades 9th, 10th, 11th, or 12th grade at a Cal-PASS Plus participant K12 institution awarded K12 SWP funding

# Dashboards were built for different purposes and include different students

**NOT TO SCALE**





# Planning the Use of SWP Funding through Regional Plans and LaunchBoard Data

# 5 Steps to Planning Use of SWP Funding with Data

1. **Know** the priorities in your [SWP Regional Plan](#)
2. **Understand** how those priorities fit into your local context
3. **Compare** student outcomes for the program(s) targeted to grow or improve with use of SWP funding
4. **Analyze** if goals established are SMART
5. **Evaluate** equity gaps to see if a more targeted investment is needed to close a persistent equity gap for a certain student population

# 5 Steps to Planning Use of SWP Funding with Data

## 1. Know the Priorities in your SWP Regional Plan

- Industry Sectors and/or Occupations based on regional LMI
- Goals and Strategies
- Student Outcome Metrics
- Equity Gaps to close

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### Strong Workforce Program (SWP) Resource Center

REGIONAL SWP PLANS —

- [Bay Area Community College Consortium Regional Plan 2022-23](#)
- [Central Mother Lode Regional Consortium](#)
- [Inland Empire/Desert Regional Consortium](#)
- [Los Angeles Regional Consortium's 2021, 2022, and 2023 Updates](#)
- [North Far North Regional Consortium 2022-2024 Update](#)
- [Orange County Regional Consortium](#)
- [San Diego and Imperial Regional Consortium](#)
- [South Central Coast Regional Consortium 2021](#)
- [South Central Coast Regional Consortium 2023](#)

GUIDANCE +

PLANNING AND REPORTING DATES +

# Activity: Peruse your Regional Plan Priorities

Take **10 minutes** to see if you can quickly find the following in your SWP Regional Plan:

1. Priority Industry Sectors and/or Occupations
2. Priority Regional Equity Efforts
3. Priority Regional Goals and Strategies

Link to Worksheet: <https://bit.ly/SWPActivity1>

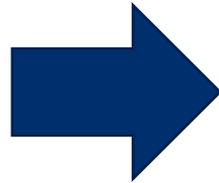
# Activity: Share out from Regional Plan Priorities

1. What are the priority sectors or occupations in your region?
2. What are the specific equity efforts in your region?
3. What are the goals or strategies in your region for either priority sectors or occupations or equity efforts?

# 5 Steps to Planning Use of SWP Funding with Data

## 2. Understand how regional priorities fit your local context

- Do WE have programs to serve those regional priority sectors or occupations?
- Understand which programs are on which TOP codes



1. See what TOP codes are **mapped** to each industry sector
2. See what programs you have on those TOP codes mapped to each industry sector
  1. Go to **Export the Pipeline Data Set** on CCP
  2. Export Data to CSV **by TOP6**
  3. Go to Sort and add a Filter
  4. Go to column H (“title”) and select “Community College Pipeline Students”
  5. Go to column O (“value”) and deselect “(Blanks)”
  6. Sort by column D (“sector”)



# Break

# Using Strong Workforce Program and Community College Pipeline Dashboards for Guiding the Use of SWP Funds

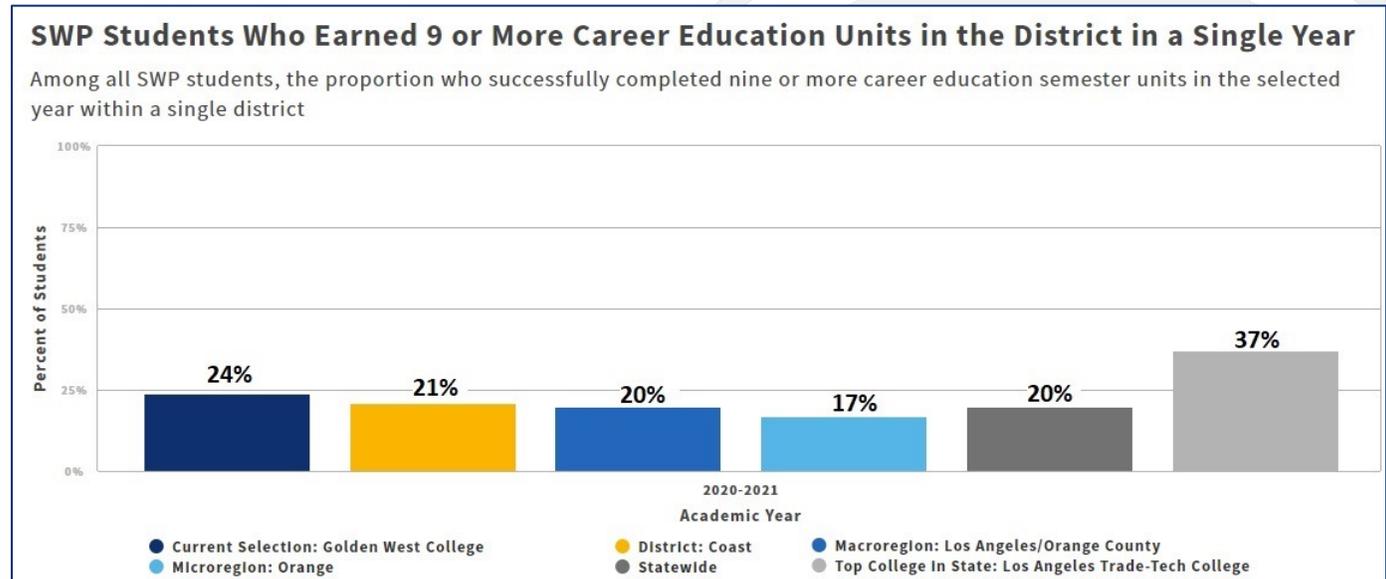
## **SWP and CCP Dashboards provide functionality to inform inquiry & analysis**

- Data included from 2011-12 to most current year available
- Displays by college, district, microregion, macroregion and statewide
- Displays by All Programs, All CTE Programs, All Non-CTE Programs, sectors, TOP04 and TOP06
- Disaggregations for Demographics and Economically Disadvantaged
- Comparisons in SWP and CCP; benchmarking in SWP; equity gap charts in CCP

# 5 Steps to Planning Use of SWP Funding with Data

3. **Compare** student outcomes for the program(s) targeted to grow or to improve with use of SWP funding

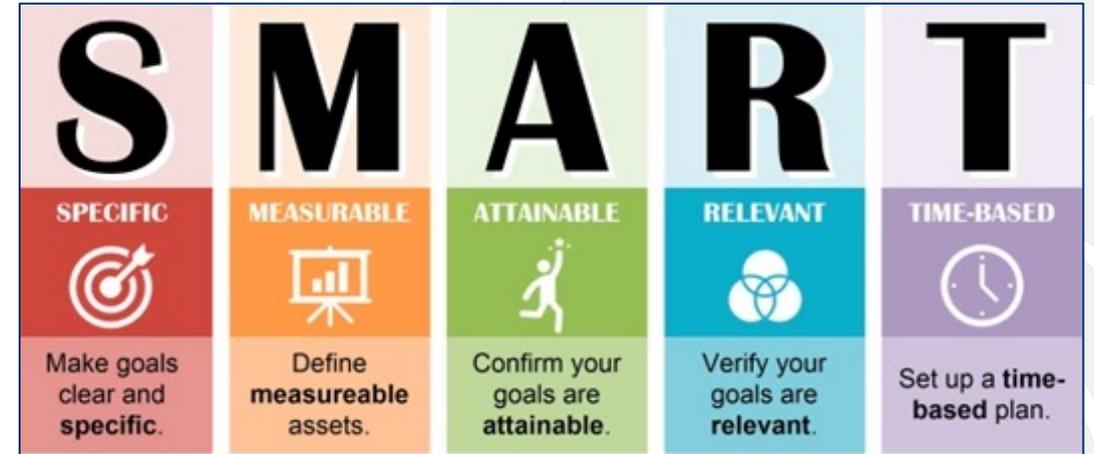
- Benchmarking
- Comparison View
- Top 5 in Community College Pipeline



# 5 Steps to Planning Use of SWP Funding with Data

## 4. Analyze if goals in plans are SMART

- **Specific** in its target population
- **Measurable** with a CTEOS metric
- **Attainable?** consider past efforts or what others have done
- **Relevant** to the SWP program
- **Time-Based** between 2018 and 2024



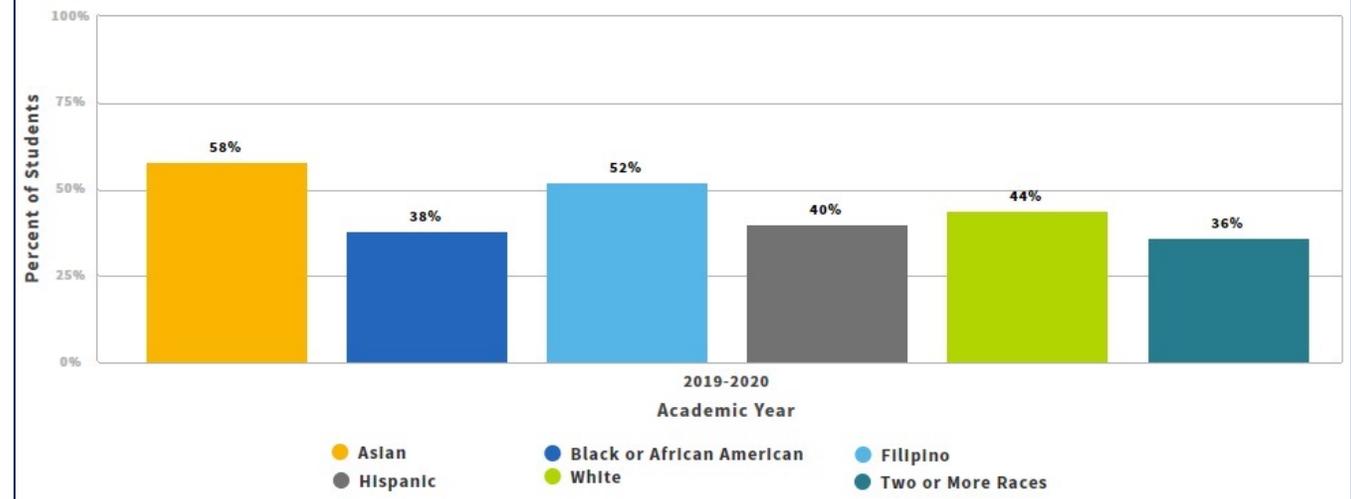
# 5 Steps to Planning Use of SWP Funding with Data

5. **Evaluate** equity gaps to see if a more targeted investment is needed to close a persistent equity gap for a certain student population

- Economically Disadvantaged Status
- Race/Ethnicity
- Gender
- Equity Gap charts in CCP

**SWP Exiting Students Who Attained the Living Wage**

Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit



# Creating an SWP Plan: Bakersfield College in Central/Mother Lode

1. Priority Sector Identified in Regional Plan: Agriculture, Water, and Environmental Technologies (AWET)
2. Considered Local Context: Invest in PD for Career Counselors in the So. Central Valley to understand what jobs & skills are needed for living wage jobs in this sector in this region using regional SWP funding
  - CCP: Exported TOP6 for Bakersfield College to csv for 2019-20
  - CCP: Looked at microregion to see which colleges have offerings
3. Comparisons in SWP or CCP dashboards: Review outcomes on SWP and CCP
  - SWP: AWTE sector outcomes at Bakersfield College
  - SWP: AWTE sector outcomes in microregion
  - SWP: Compare to All CTE Programs at Bakersfield College
  - SWP: Compare to All CTE Programs in microregion
  - CCP: Completion Status for Living Wage for Bakersfield College and for microregion
4. SMART goals: Close gap between AWET sector and All CTE Programs at Bakersfield College and So. Central Valley microregion for Living Wage over 4 years to reach 64% (up from 59%)
5. Equity: Should there be a more targeted investment on a particular student population?
  - SWP: consider disaggregations by race/ethnicity and Perkins Economically Disadvantaged
  - CCP: equity gap charts for access

# Activity: Creating a project or plan to fund with SWP

1. Priority Sector Identified in Regional Plan: Health Sector
2. Considered Local Context: Heard from local advisory board that Medical Assistant Curriculum lacking appropriate training in coding. **Come up with a plan on how to address with SWP funding.**
3. Comparisons in SWP or CCP dashboards: Review outcomes on the dashboard for Medical Assisting program (or program that you choose) for your college/region
4. SMART goals: **Think about what metrics will be affected by the investment and establish SMART goals**
5. Equity: Consider drilldowns or equity gap charts in CCP. Should there be a more targeted investment on a particular student population?

# Share out after goal activity: 10-15 minutes

1. What plan(s) did you come up with for use of SWP funding?
2. What data did you look at in SWP and CCP? Did you look at data in any other data sources?
3. What SMART Goals did you come up with?
4. Were there any specific student populations targeted to close an equity gap?



# Closing

# Feedback Survey

Please scan the QR code below to take our Feedback Survey:



<https://bit.ly/CCCAOESWPSurveyS23>

# Keep in Touch!

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Thank you!

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