

# Labor Market and Curricular Alignment

San Bernardino Valley College

Crafton Hills College

EDCT

Presentation to the Board of Trustees

March 13, 2014

# Objectives

- Present highlights from Environmental Scan and other data sources showing job projections
- Show alignment of existing programs
- Provide an overview of opportunities in response to emerging trends

# **CURRICULUM PROCESS**

# Origination Points for Curriculum

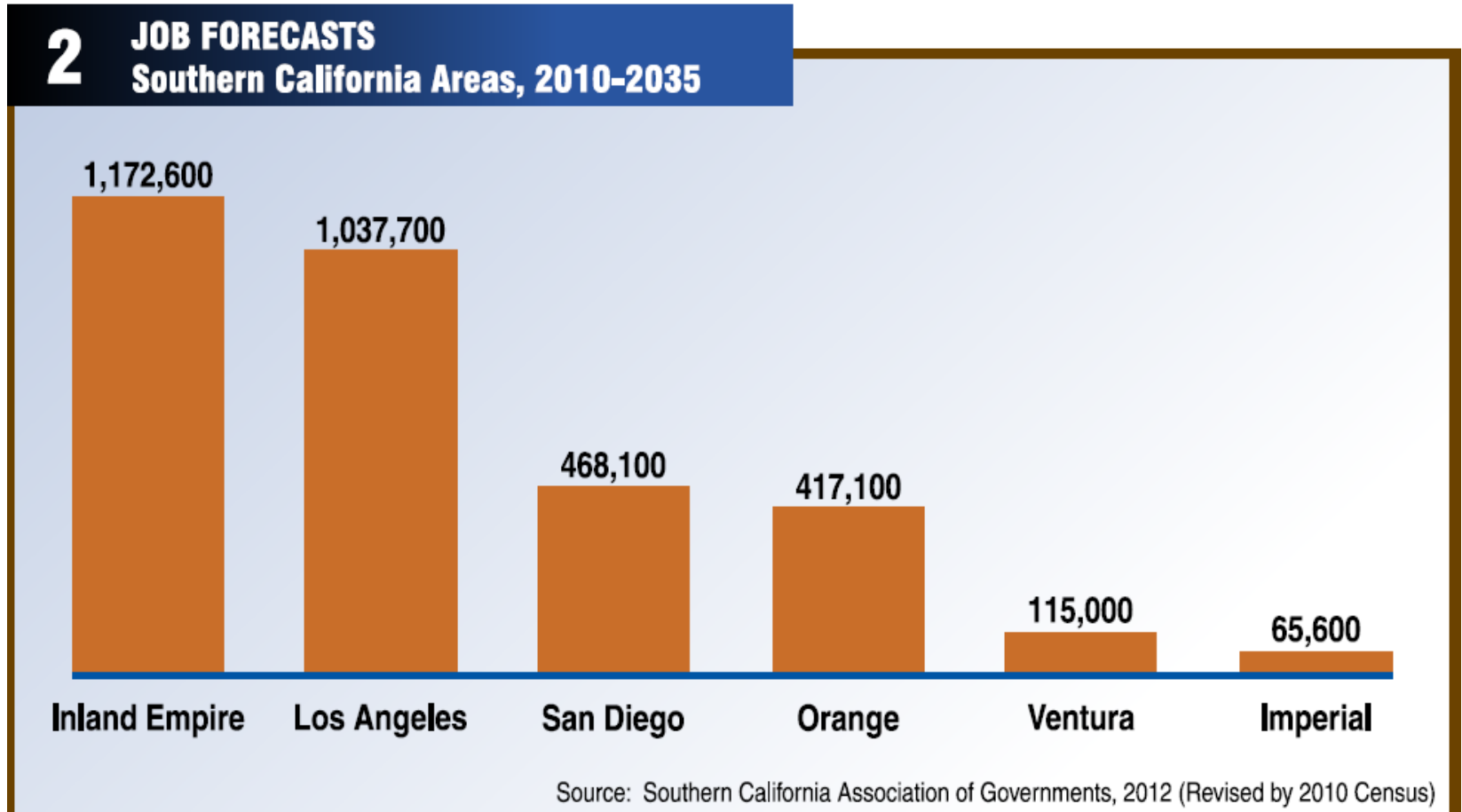
- SBCCCD offers:
  - Short-term, rapid response training
  - Credit programs
  - Some fee-based, non-credit, and contract education
- Advantages
  - Variety of “delivery methods” to meet regional needs

# Origination Points for Curriculum

- Advisory Boards & Industry Partners
  - Water Technology, GIS, Police Science, MICN
- Grants
  - Nanotech, GIS, Logistics, HSI-STEM, Entrepreneurship
- Legislation
  - TMC Degrees
- Educational Partners
  - Common Core Alignment
  - 4-Year Feeder Programs
- Continuous Improvement
  - Pre-collegiate Courses
- Labor Market Data

# **LABOR MARKET DATA**

# 2010-2035 Job Forecasts



Source: IE Quarterly Economic Report. (2012). San Bernardino Associated Governments (SANBAG), 24(3), Retrieved October 18, 2012 from [http://sanbag.ca.gov/news/publications/03-2012\\_QER.pdf](http://sanbag.ca.gov/news/publications/03-2012_QER.pdf)

# Highest Annual Number of Openings Occupations Requiring AA/AS or Less

Occupational Area	Avg Annual Job Openings	2020 Annual Employment	Median Annual Income
Office Support	6,989	24,980	\$32,460
Sales	6,854	26,840	\$24,320
Food Prep	6,591	25,500	\$19,169
Transportation & Material Moving	5,384	25,860	\$30,018
Education	3,106	10,470	\$57,110
Personal Care	2,762	14,620	\$20,949
Healthcare Practitioners & Technicians	2,664	13,680	\$72,079
Management	2,018	6,600	\$93,615



# Curriculum Implications

Occupation	SBVC		CHC	
	Existing Program	Future Possibility	Existing Program	Future Possibility
Office Support	●			
Sales	●			
Food Prep	●			
Transportation & Material Moving	●			●
Education	●		●	
Personal Care				
Healthcare Practitioners & Technicians	●		●	
Management	●		●	

# Training Implications

Occupation	EDCT Programs
Office Support	Microsoft Office Suite, Customer Service Advanced Office Skills, Team Building
Sales	Sales and Marketing , Customer Service Training, Oral and Written Communication
Food Prep	Food Safety Management Certification
Transportation & Material Moving	Forklift Training, Certified Logistics Associate (CLA) and Technician (CLT), Diesel Exhaust Familiarization
Education	Can create customized hybrid short-term program consisting of credit and not-for-credit, On-line training (Ed2Go)
Personal Care	
Healthcare Practitioners & Technicians	CNA, ACNA, RNA, PCA, and Home Health Aid are being considered for offering
Management	Lean Management, Supervisory Skills Project Management, Leadership Skills etc.

# Highest Annual Number of Openings Occupational Areas Requiring Transfer (BA/BS)

Occupational Area	Avg Annual Job Openings	2020 Annual Employment	Median Annual Income
Education	1,944	6,410	\$61,735
Business & Finance	1,130	6,190	\$58,549
Management	788	2,990	\$93,276
CIS/Math	345	1,870	\$72,747
Arts & Entertainment	288	800	\$51,736
Engineering and Architecture	286	990	\$87,609
Community and Social Service	271	1,050	\$50,898
Sales	195	830	\$66,666
Science and Research	140	430	\$68,500

# Curriculum Implications

Occupational Area		SBVC		Valley programs	
	Occupational Area	SBVC		Valley programs	
		Existing Program	Future Possibility		
Ed	Education	●		Child development	
Bu	Business & Finance	●		Accounting; Management	
M	Management	●		Business management	
Ar	CIS/Math	●		Math; CISCO Program	
En	Arts & Entertainment	●		RTVF	
	Engineering and Architecture	●		Architecture; GIS; Math; Welding; Machine Tech	
Co	Community and Social Service	●			
Sa	Sales	●		Real Estate; bus management	
Sc	Science and Research	●		Chemistry; Bio; Math	



# Employers

- Top 10 employers in SB/Riverside Counties
  - Stater Bros. Holdings Inc (16.5k)
  - Prime Healthcare Svc Inc (15k) *Chino Valley Medical Center*
  - Loma Linda University Medical Center (7,119 employees)
  - Ontario Intl Airport (6k)
  - Kaiser Permanente Medical Care (5k) *Insurance*
  - Restoration Technologies Inc (5k)
  - Jacuzzi Brands Corp (4.9k)
  - San Manuel Indian Bingo & Casino (3k)
  - Kaiser Permanente (3k) *Medical Centers*
  - ESRI (2.7k)

**PLACE HOLDER – OTHER CTE PROGS**

**DOING WHAT MATTERS FOR JOBS  
AND THE ECONOMY (CCCCO)**

# Doing What Matters for Jobs and the Economy (CCCCO)

## Priority Sectors:

- Advanced Manufacturing
- Health
- Global Trade & Logistics

## Emerging Sectors:

- Advanced Transportation and Renewables
- ICT/Digital Media

## Other:

- Small Business



# Industry Sectors & Programs at CHC

Industry Sector	Related Programs	Job Data		Emerging Programs
		Perkins Placement Data	Salary Surfer	
Healthcare	Resp Care Rad Tech Health Sciences	84-94% 70-100%	81% 90%	
Public Safety	Fire EMT Paramedic	74-95% 75-92% 95-100%	79% 86% 96%	Emergency Management

# Industry Sectors & Programs at CHC

Industry Sector	Related Programs	Job Placement Data		Emerging Programs
		Perkins	Salary Surfer	
Advanced Manfct	None			Pre-Engineering
Global Trade & Logistics	Business	70-87%	65%	Revise degree
ICT & Digital Media	CIS	66-85%		Digital Media
Adv Trans & Renewables	Environmental Science	6,100 new jobs in IE over next 3 yrs		Revise degree
Small Business	None			

# Industry Sectors & Programs at SBVC

Industry Sector	Related Programs	Job Data		Emerging Programs
		Perkins 2012-13	Wage finder match-rate	
Healthcare	Nursing	88%	94%	
	Psychtech	91%	91%	
	Pharmacy tech	76%	n/a	
Public Safety	*Administration of Justice	92%	83%	
Advanced Manfct				
Global Trade & Logistics	Bus. Admin	95%	67%	
ICT & Digital Media	CIT Office Technology	55%	n/a	
Adv Transp & Renewables	Diesel	67%	n/a	
	Heating Ventilation & Air	81%	96%	
	Water treatment	78%	n/a	
Small Business	Accounting	84%	n/a	
	Bus. Admin	95%	67%	

\* Administration of Justice refers to jobs in corrections, probation /parole, security , forensics, and police/sheriff.

# Industry Sectors & Programs at EDCT

Industry Sector	Related Programs	Job Data	Emerging Programs
Healthcare			CNA, ACNA, RNA, PCA, HIT
Public Safety			
Advanced Manfct	Nanotechnology Technicians Training, Mechanical Craft Training, Welding, PLC	No data available (incumbent worker training)	AFM Training, Industrial Maintenance Mechanic
Global Trade & Logistics	Logistics Tech: CLA, CLT and Forklift Training, Global Logistics Leadership, Certified Logistics Manager	70% (SBCCD placement) (incumbent worker)	
ICT & Digital Media	ICT Digital Media Regional Leadership and support	N/A	Health Inform. Tech., Cyber Security, GIS (not-for-credit)
Adv Transp & Renewables	Photovoltaic Training, Water Supply Technology (hybrid), Building Performance Improvement (BPI)	Incumbent Worker Training	Industrial Automation
Small Business	Entrepreneurship Training	No data available (Self-employment is excluded from LMI)	Social Entrepreneurship, Construction Trades

**OPPORTUNITIES**

# Projects with Partners

- Loma Linda University “Gateway College” Project
- San Bernardino City Unified School District
- Arrowhead Regional Medical School
- California State University San Bernardino (HSI-STEM-Pass-Go)
- Cities of Redlands & San Bernardino Water Depts.
- San Bernardino County Sheriff’s Dept.
- Inland Empire Media Group
- CalTrans project - CSUSB, CalTrans, CDCR
- County WIBs and State WIB (Youth Mnfc)
- IE Manufacturers Council and Employment Training Panel

# External Funding

- Trend towards regionalization of pathways
- Career Pathways Trust Grant
- SB 1070
- WIB – “Employment Zones”
- AB 86
- Community Education – Fee Based, Not for Credit

# Sample Health Careers Pathway

## Pre-Collegiate

- CNA
- ACNA
- RNA
- Med Asst
- Pharm Tech
- LVN
- Phlebotomy

## Colleges

- RN
- Psych Tech
- Pharm Tech
- EMT
- Paramedic
- Resp Care
- Rad Tech
- Health Sci
- A&P

## Bachelors

- Health Science
- Nursing
- EMS
- Physical Therapy
- Respiratory
- Health Education
- Dental Hygiene

## Graduate

- Biomedical Sciences
- Genetics
- Neuroscience
- Nursing
- Physical Therapy
- Medicine



# Sample Logistics Careers Pathway

## Pre-Collegiate

- Entry Level Training
- Logistics Training (EDCT)

## Colleges

- Business
- GIS

## Bachelors

- Supply Chain Mgmt
- Purchasing
- Logistics
- Bus & Intl Bus

## Graduate

MBA

Management

# Next Steps

- Identify pathways
  - “Scaffolding” of knowledge and skills
  - Stackable certificates and degrees
- Gap analysis and solutions
- Seek and secure outside funding
- Strengthen partnerships